

FEBRUARY, 1916

ELECTRICAL-MERCHANDISE AND SELLING ELECTRICITY

Published by THE RAE COMPANY 17 Madison Avenue, New York, N. Y.



THE NEW

"FRANTZ PREMIER"

PLANT

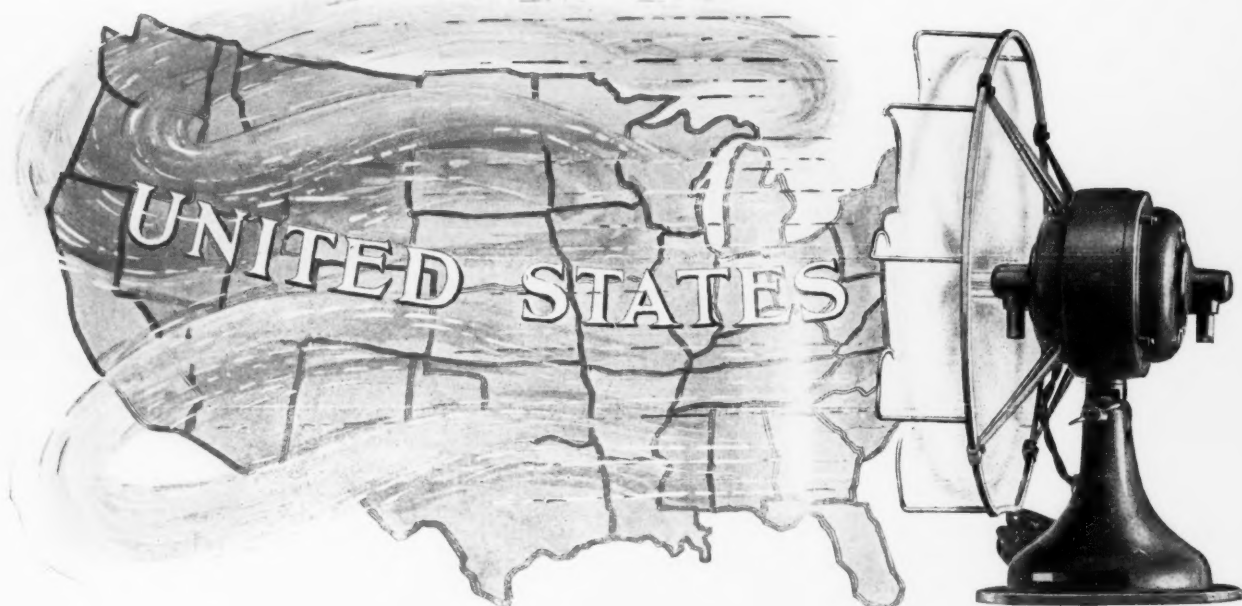
Occupied January 1, 1916

IVANHOE ROAD, CLEVELAND, U. S. A.

HERE WILL BE MANUFACTURED ELECTRICAL
DEVICES DESTINED TO DO THE
HOUSEWORK OF THE WORLD.

DOING ALL HOUSEWORK WITH FRANTZ
ELECTRICAL MACHINES - THAT IS

"The Frantz Way"



A Steady Trade Wind

The breeze made during the hot months
in every corner of the United States by
Westinghouse Fans

It means a steady trade for dealers handling the Westinghouse Line of fans. It's a good line to tie to, and covers the field:

Desk and Bracket—Stationary—8-in. 4-blade, 12-in. and 16-in.
4-blade and 6-blade.

Desk and Bracket—Oscillating—12-in. and 16-in.
4-blade and 6-blade.

Gyrating—Ceiling, Counter Column and Floor Column.

Ceiling—Alternating Current, 32-in. and 56-in.
Direct-Current, 32-in., 56-in. and 58-in.

Exhaust—12-in. and 16-in., 4-blade and 6-blade.

Contract holders have the selling advantage of our national advertising in the Saturday Evening Post and other publications, together with our free selling helps in the way of literature, car cards, window cards, posters, newspaper cuts and copy. Send for catalogue 8-A.

Westinghouse Electric & Manufacturing Co.

East Pittsburgh, Pa.

Atlanta, Ga.
Baltimore, Md.
Birmingham, Ala.
Bluefield, W. Va.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.

Charleston, W. Va.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Columbus, Ohio
*Dallas, Texas

Dayton, Ohio
Denver, Colo.
Detroit, Mich.
*El Paso, Texas
*Houston, Texas
Indianapolis, Ind.
Joplin, Mo.



Kansas City, Mo.
Louisville, Ky.
Los Angeles, Cal.
Memphis, Tenn.
Milwaukee, Wis.
Minneapolis, Minn.
New Orleans, La.

New York, N. Y.
Omaha, Neb.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
Rochester, N. Y.
St. Louis, Mo.

Salt Lake City, Utah
San Francisco, Cal.
Seattle, Wash.
Syracuse, N. Y.
Toledo, Ohio
Washington, D. C.
*W. E. & M. Co.
of Texas

“STANDARD”

**Represents All That Is Best In Electric
Stove Construction; But In Addition—**

¶ The “Standard” Electric Range is this year receiving more publicity than any other household electric specialty.

¶ American women are learning the advantage of electric cookery through the advertisements of the “Standard” Range, which appear in the women’s journals—the “trade papers of the home.”

¶ Central stations will profit by this advertising. It is easy to sell a woman an article which she has read about in her own papers.

¶ The liberal “Standard” advertising is characteristic of the broad and generous policy that is back of the “Standard” line of electric stoves and electric compartment cookers.

¶ Our policy is to educate the public to the advantages of electric cooking—the advantages of central station service—and at the same time offer the dealer in electrical merchandise a generous margin of profit so that it will **pay him** to co-operate with us.

¶ **Examine our proposition.**

The Standard
Electric Stove Co.

Toledo, Ohio

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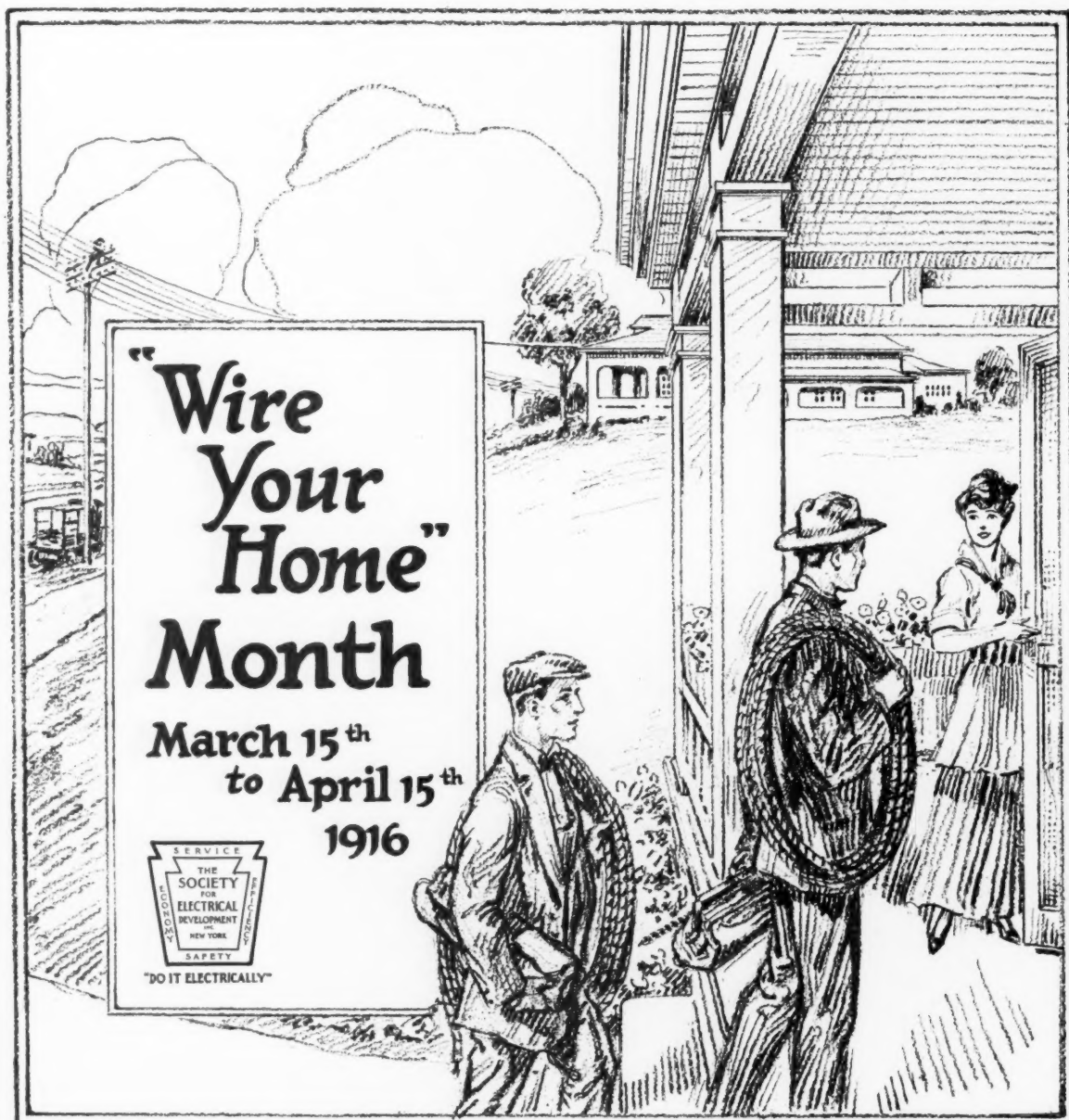
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The Standard
Electric Stove Co.

Toledo, Ohio



Will you share in the profits of this great nation-wide house wiring campaign?

Representative Central Stations, Manufacturers, Jobbers, Contractors and Dealers everywhere are united behind the movement to drive home to the householder the advantages of wiring for complete Electric Service *this Spring*.

The impressive facts given below show the need for this co-operative movement:

- not 8% of the houses of this country are wired for Electricity.
- not 20% of the houses *adjacent* to Central Station lines have Electric Service.

Good reasons, don't you think, for all to participate?

Leading manufacturers will spend thousands of dollars to make this campaign especially successful.

Over 10,000 attractive window displays will be distributed.

The Society for Electrical Development is issuing for wide distribution a valuable book of "Successful House Wiring Plans." Everyone should have a copy. Write *today* for yours.

Resolve *now* to unite with electrical interests, both local and national, in this big business building movement. It is sure to be of profit to YOU.

THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC.

29 WEST 39th STREET

NEW YORK, N. Y.

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Vol. XV. No. 2.

Edited by FRANK B. RAE, Jr.

\$1.00 a Year

"Wire Your Home" Month

Industry to Concentrate for Thirty Days on Nation-Wide Campaign to Secure Wiring of Already Built Houses

PLANS are afoot for conducting a nation-wide campaign to secure the wiring of old houses during the month from March 15 to April 15.

The Society for Electrical Development, which made such a success of Electrical Prosperity Week, will be the motive power behind the new campaign.

Tentative plans have already been accepted. At a meeting of leading manufacturers and members of the Society staff, a campaign was outlined which has already been approved by the board of directors of the Society, who have voted funds for the purpose. A second meeting, at which probably fifty manufacturers, central station men, contractors and jobbers were present ratified this plan and put it in the hands of an executive committee to be carried out.

The basic idea is to weld together every interest in the electrical field to carry on a nation-wide wiring propaganda. Manufacturers who advertise in the national magazines will devote all or part of their space to house-wiring arguments and the advantages of electric service. The publicity men of the Society will supply abundant material for the newspapers to run in their reading columns. All the advertising material now offered by various manufacturers will be available and in addition there will be advertising publications offered at cost by the Society and by the National Electric Light Association's publications committee.

A feature of the campaign will be a window display "cut out" costing approximately \$5,000, which will be available to all members of the Society and to all incandescent lamp agents free of

charge. This window trim will be "neutral" in that it will be designed to promote house wiring and the sale of appliances without reference to any specific makers' brands.

Booklets describing all the successful house wiring campaign plans will be distributed for the guidance of central stations and contractors taking part in the campaign.

WHILE the above outlined plans are still incomplete, enough has been done to insure success to the movement.

With the experience gained during Electrical Prosperity Week, it will take hardly any time to organize this campaign locally. Local organizations have already been formed, and it only requires that you bring together the same men who made your Electrical Prosperity campaign a success. They already have tasted the fruits of co-operation. They have learned that there is profit in getting together and pushing for a single purpose. They have learned how to advertise, publicize and sell in unison. Where it took several meetings and much hard work to "start the ball rolling" for Electrical Prosperity Week, it will take but an afternoon to plan and organize the House Wiring Campaign.

As a matter of fact, nothing is simpler than to "put across" a house wiring sale, now that the pioneer work has been done and the basis of organization evolved. There are some half dozen successful methods of campaigning for this class of business. Each method has been tested and proven sound under a

variety of different conditions. There is no need to experiment. All that is required is to select the plan which most nearly fits the local and individual conditions, ratify this plan at a huge get-together meeting of all local interests—and go to it.

ON the following pages are briefed the four most successful methods of getting house wiring. All of these methods have been described at length in past issues of ELECTRICAL MERCHANDISE. They are here codified, boiled down, for the benefit of committees who will have the new campaign in hand. The exact means by which all the most successful house wiring campaign of the past four or five years have been carried out, are here offered in tabloid.

The first step in organizing your particular locality, is to call a meeting of those interested and outline the purpose of the campaign. Then discuss the various successful plans which already have been proven successful by other companies, and select the one which seems to fit your own case. Figure out how much you can afford to spend in local newspaper advertising, and in other means of publicity. Organize small committees to take charge of the various details—a committee on organization, a press committee to keep in touch with reporters, a committee on advertising, a committee on window dressing, a committee to work with the real estate men. Three men can do more than thirty on such committee, and if the membership of the various committees is small it centres the responsibility and insures the work being done.

THE basis of this campaign is not local but national.

The plan is to make a nation-wide appeal by publicity and advertising. There will be articles on wiring and electric convenience in important magazines of national circulation. All the advertisements of those electrical manufacturers who use the national weekly and monthly magazines will be devoted, at least in part, to the wiring campaign. There will be sent broadcast quantities of direct-by-mail advertising matter for the use of contractors and central stations. The "movies" will be employed as in forwarding Electrical Prosperity Week. In short, there will be used means to start the entire country thinking about house wiring and the advantages of the service and appliances which are supplied locally by the central stations and dealers.

This does not mean that the business is going to come without effort. All the national campaign can do is to arouse interest and put the public in a receptive mood. It remains for the local electrical men to crystalize this interest and develop it into actual orders. To do this requires a definite proposition.

Undoubtedly 100,000 already built houses will be wired during this campaign. This is not exaggeration. During Prosperity Week, 1250 house wiring contracts were secured in Philadelphia, 590 in Nashville, 110 in the little town of Patchogue, Long Island. Boston is wiring old houses at the rate of over 1500 a year without campaign stimulation, Brooklyn at the rate of three a day, Minneapolis at the rate of over 200

a month. It has been proven time and again that business responds whenever an aggressive campaign is started. The present nation-wide campaign will break all previous records. It will bring the benefits of electric service—the economy, the freedom from drudgery, the convenience, to almost half a million people. It will, if the industry backs the campaign loyally and enthusiastically, result in close to \$3,000,000 in wiring business within thirty days.

THE chief difficulty in getting wiring business is the fact that it is too much like building a house. The customer must first be persuaded that he wants to wire; then he must get several estimates from contractors, shop around for fixtures, and finally undergo the actual inconvenience—happily now a very slight inconvenience—of having the workmen install the equipment. At each step of this process there is the chance of the customer becoming discouraged or indifferent or deciding to put the job off until next season.

The most successful campaigns for wiring have been where all these difficulties were smoothed out and the customer required to do the minimum amount of buying labor. Accounts of these campaigns appear on the following pages. Of course, local conditions determine whether or not a cut-and-dry proposition can be offered, but the experience of many central stations is that the nearer one can get to a concrete proposition, the quicker and more easily the orders come.

iron, and 10-ft. extension cord with a Mazda lamp was offered for only \$5.00 to anyone who would sign a standard lighting contract which provides for a 50 cent minimum. Quoting F. C. Pullen's article in October, 1914, *Electrical Merchandise*—

"We had the cabinet made up in 300 lots and the cost of the cabinet was approximately \$2.50, exclusive of the meter. We also furnish the extension cord with a 60-watt Mazda lamp. A patent has been applied for on this cabinet and the device will undoubtedly be on the market and available for central station use in time for the campaign next year.

"The articles purchased by the customer; that is the iron, extension cord and Mazda lamp, cost \$2.50 complete, which when sold at a price of \$5.00 gives a very handsome profit, at a cost for installation no greater than any other company would have in connecting up the ordinary meter customer.

"This offer sent out at the beginning of the heated season had a good pulling effect. Every woman in hot weather wants an electric iron and many of them are unable to use them because the houses are not wired.

"In all 295 cabinet installations were made and we secured, in addition, installations which we attribute to the good influence of the campaign."

ANOTHER notable success was that of Lockport, N. Y., where 150 of them were installed.

The complete account of this campaign appears in *Electrical Merchandise* for January, 1915, from which the following essentials are reproduced:—

F. M. Houston, commercial manager of the Lockport Light, Heat & Power Company, was compelled to rent an unwired house. The landlord would listen to no arguments in the matter: he simply would not make the investment for wiring. It was out of this condition that the panel board was evolved, as a compromise measure to secure service without spending the money for wiring.

The panel as designed was 12 inches by 24 inches, with meter, fuse block, three outlets and a lamp bracket. The board, which was of hard wood polished and varnished, cost 50 cents; the electrical equipment cost \$4.33; altogether \$4.83 total.

The proposition decided upon was this: to install the panel board complete with lamp bracket, two attachment plugs, electric iron and Mazda lamp. No initial payment was required, but fifty cents a month was added to the bills for twelve months, at the end of which period the outfit, excepting meter, became the customer's property.

"We started the campaign late in October with two large newspaper ads, which were followed by a number of smaller ones," says Mr. Houston in describing the plan. "This was practi-

The Panel Board Campaign

One Outlet Proposition Serves As Bait

THE so-called "panel board" proposition consists of an offer of one or two outlets as an opening wedge, in the expectation that people who taste the advantages of electric service will want to wire their homes completely.

This proposition, we believe, originated in New Orleans, and the credit for the idea belongs to W. E. Clement, commercial manager of the New Orleans Railway & Light Company. The equipment used there is called the Clement wall cabinet.

As originally conceived, the proposition consisted of a temporary installation of a "panel board" or cabinet in which was mounted fuses, meter, switch and the wiring for one or two outlets. The basis of the idea was a local condition peculiar to the Crescent City. Here are to be found many hundreds of very old houses, owned by persons in straightened circumstances, which are utilized as rooming houses. The properties do not justify the expense of wir-

ing, yet the roomers are frequently able and willing to pay the lighting company's minimum charge simply for the use of an electric fan, which is almost a necessity during the summer months in a city like New Orleans. To accommodate these roomers, the "panel board" was offered.

Later Mr. Clement devised a table to take the place of the panel board or wall cabinet. Into this table was built an insulated compartment to contain switch, fuses and meter, and it contained also several outlets suitable for table lamp, fan and a heating appliance. The cost of the tables and the fact that anyone could duplicate them, made this proposition a commercial failure, even though the basic idea was sound.

An early success of the panel board proposition was in East St. Louis. Here, owing to the heavy power load, it was thought profitable to get lighting customers upon a very cheap basis, so a combination of a panel board, 6-lb.

cally all the effort that was made, as we were handicapped by sickness all through the month of November. We received a few telephone calls, which were followed up by outside solicitors, but the great majority of boards were sold right in the office.

"To December 15th we sold 110 panels, seventy of which were sold for cash and forty on time. The latter part of November, we put on a special sale of electric appliances and fully 75 per cent of the owners of panel boards made purchases.

"That the panel board is fulfilling its mission is best illustrated by the following:—About two weeks ago, a man came into my office and this is the story he told me: 'For the past three years, I have been trying to get the old woman to let me wire the house, but she did not have any use for electricity, so when I read in the papers about them panel boards, I says to myself, I'll just put one of them things in and see what she says. So I did and she was so tickled with the iron that last night she allowed as how we had better get the house wired in the spring.'"

A point of vital interest is the manner of handling the inspection of these installations. Obviously, the construction does not come up to the underwriters' requirements. This, for a time, threatened to eliminate the plan, but through the friendly co-operation of the local inspector the installation of these boards

is made on a temporary permit. To meet the requirements calling for an iron conduit service entrance, the following clause is made a part of the lease under which the panel boards are sold: "It is distinctly understood that in case premises are wired permanently, wiring will be done in accordance with the rules and regulations of the company."

The panel board is placed either in the dining-room or kitchen as near the entrance of the service wires as possible, and while it is impressed on customers that no further wiring is to be installed, the natural result is that drop lights will be connected, which will be an added incentive to the early permanent wiring of the house.

The company has incorporated in its agreement with the purchasers of panel boards a clause allowing a credit of \$4.00 for the return of the boards when a contract for wiring of the house is signed.

Since the above facts were published, the Lockport company has revised its rate with the result that out of a total of 150 panel boards, 40 have discontinued the service and 20 have had their premises completely wired. Approximately 90% of all who purchased panel boards also purchased appliances. To quote Mr. Houston, "We have found that as a medium to introduce electricity into the home it has exceeded our greatest expectation, as practically every

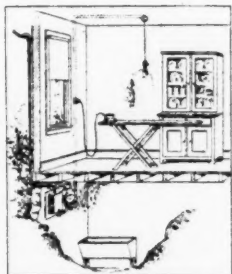
panel board customer who has ordered his services out has told us that he would have his house wired as soon as possible."

It remained for T. F. Kelly, now commercial manager of the Dayton Power & Light Company, to make the "panel board" idea really practical. On April 19, 1915, he offered a proposition in which a drop light and sidewall outlet were permanently installed, instead of being a temporary makeshift. The following account of "Dayton's \$10.98 Entering Wedge" is reprinted from *Electrical Merchandise* of May, 1915:

When T. F. Kelly, sales manager of the Dayton Power & Light Company, read in *Electrical Merchandise* about the panel-board "wireless house-wiring" campaigns which have been carried on successfully in Lockport and New Orleans, he found one fault with the scheme. The panel board, as employed in those cities, is a purely temporary installation. It offers a successful "entering wedge" with which to get service into the house, but the service is not permanent. When the customer is educated to the point of wanting the lighting extended into other rooms and the installation more complete, the panel board must be ripped out.

This, to Kelly, seemed wasteful. He took the problem to William Hall, a local contractor, and between them they

Sectional View
of
Kitchen
Showing house
and kitchen Service
installed.



This installation
permits the use
of electric disc
stove, toaster, fan,
etc. in the kitchen

We will Install our Electric
Kitchen Service
in your home for
\$10.98

For a limited period, we will make this special offer to enable you to use our Service in a portion of your home, at least.

Remember our Kitchen Service includes the house service, wall receptacle in kitchen for the electric iron, drop cord in kitchen with 40-Watt Mazda Lamp and one six-lb. Electric Iron.

Telephone our Sales Department for further details

Bell Main 4494

Home 6166

The Dayton Power and Light Company
50 South Jefferson Street

Earn an
Electric Iron
By Helping Us
get
New Customers



Earn an
Electric Iron
By Helping Us
get
New Customers

**Convince Your Friends
That They Should Wire For Electric Light**

You can talk it over when they drop in for an evening call. Show them the many delightful advantages of electric service in their home—tell them how much it costs and just what you think of its home-making value. Convince three friends that they should each have our

Electric Kitchen Service
installed in their home for

\$10.98

and we will give you an Electric Iron absolutely Free.

Remember our Kitchen Service includes the house service, wall receptacle in kitchen for the electric iron, drop cord in kitchen with 40-Watt Mazda Lamp and one six-lb. Electric Iron.

Telephone our Sales Department for further details.

Bell Main 4494

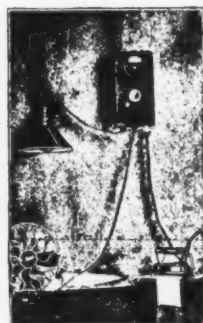
Home 6166

The Dayton Power and Light Company
50 South Jefferson Street

worked out the "Kitchen Service" campaign.

This "Kitchen Service" consists of one key-socket drop cord with a 40-watt Mazda lamp and one sidewall outlet, and a six-pound American electric iron, all complete and ready for use for \$10.98 cash. The wires enter the premises in metal conduit. The wiring is all concealed. The meter and fuse box are set according to standard practice in the cellar, and the box has sufficient capacity to accommodate the future permanent wiring which it is confidently expected will be installed as soon as the customer has grown familiar with and dependent upon electric service.

It is evident that, at \$10.98, this outfit shows no profit to the contractor. As a matter of fact, the William Hall Company figured nothing but overhead on top of bare cost. And the reason Hall was willing to set this no-profit price was because he believed, with Kelly, that the proposition would be an entering wedge for the contractor as it is for the lighting company, and that he would get his fair profit when the customer finally ordered the wiring completed.



C. This is the greatest offer ever made by any electric light company

ONE ROOM WIRED FREE!!!

WE will connect any house on our lighting lines for anyone who will execute a standard Lighting Contract for one year (only fifty cents per month minimum), and purchase:

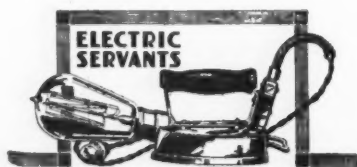
One 6-lb. G. E. Electric Flat Iron
One 10-ft. Extension Cord with
One 60-watt Mazda Lamp

SPECIAL PRICE \$5.00
THIS EQUIPMENT

SEND ATTACHED POSTAL AT ONCE, AS WE WILL SOON BE "SWAMPED" WITH ORDERS

East St. Louis Light & Power Company

*Panel Board Proposition Made to Appear as a Free Wiring Offer.
The Customer Buys the Iron, Cord and Lamp, and the
Company Installs the Board Free*



An Electric Iron and an Electric Light in the Kitchen

Are among the greatest of household conveniences. They save time and labor. They give comfort and coolness. They are all-around-the-year helps to the housewife.

Did YOU, Mr. Man, ever stop to think how many hours of the day your wife puts into her work in the kitchen? There all the cooking must be done—there the dishes must be washed—there the weekly washing and the ironing often must be done. In fact three-quarters of a woman's work centers in her kitchen and the kitchen almost invariably is the smallest and hottest room in the house, for all this work means the use of heat.

JUST THINK, MR. MAN

When you stop in the street to mop your face and exclaim, "It's darned hot, isn't it?" that your wife at home is having an even hotter time of it than you are.

You would be glad to give her some relief now, wouldn't you?

Well you can. It is easy and the cost is slight.

Your wife often has told you that she would not mind the rest of her work so much if it were not for the ironing. "It's such hot work and so tiring to be constantly walking to and from the hot stove."

But both walking and hot stove are made unnecessary by the use of an Electric Flatiron. The only heat is in the bottom of the iron where it is needed. Besides the same work can be done in half the time.



ELECTRIFY YOUR KITCHEN FOR \$11.98

And give YOUR wife the advantage and help of the modern way and at the same time clean, bright, non-heat-making Electric Light to do her other kitchen work by.

We will wire your kitchen completely and permanently
We will install outlets for Electric Iron and Electric Light
We will supply a sixty candle-power Mazda Electric Lamp
We will give you a \$3.50 Electric Iron complete
And the cost to you for all is only **\$11.98**

NOT MERELY ELECTRIC LIGHT
BUT THE BEST ELECTRIC SERVICE.

Youngstown & Sharon Street Railway Co.

Champion and Boardman Sts.
And Stambaugh Building

New Phone 110
Bell Phone 2300

*Kitchen Service Proposition Worked Into a Hot Weather Ad
Addressed to Men*

The campaign started in one evening paper on April 19. At 8:08 the following morning, the first order was received by telephone. This was from a woman who lived in a rented house, who explained that she would gladly spend \$10.98 in improving her landlord's property, simply for the convenience and comfort of kitchen service in the coming hot summer.

Of the next seven contracts, one resulted in an order for a complete wiring installation, one customer spent \$23.00 for added wiring, one purchased a side-wall switch, and one paid for an extension into the dining-room where a substantial dome was installed.

Two days after the Dayton campaign opened, a similar campaign was started in Piqua, Ohio, which is under the Dayton management. Here the first day of campaigning brought two customers, one of whom ordered an electric washing machine and the other finally decided to wire his house completely. Of the first ten customers secured, two were complete wiring jobs, two carried profitable additions and one led to an \$80.00 appliance sale.

Lower Business Getting Cost

The cost of getting business has been very materially reduced in Minneapolis during the past five years. In 1911, the year before the Byllesby interests took over the property, the cost of getting business including advertising, was \$5.65 per kw. contracted for. In 1912 this cost was reduced slightly to \$5.55 per kw.; in 1913 the cost was more than halved, coming down to \$2.55 per kw.; in 1914, a further cut brought it to \$2.35 per kw., and last year the cost touched the low mark of \$2.05. Not only strict economy, but higher efficiency in the sales work accounts for this record.

Bonuses and "Free" Offers

The Something-for-Nothing Proposition Has Won Much Profitable Business

IT has been suggested that the offering of bonuses for wiring contracts, or for new connections, constitutes a reduction in rate and that such practice, therefore, is open to criticism or penalty from public service commissions. The soundness of this contention is in question. A new business department may spend \$1,000 to secure 100 new contracts in the usual way, the expenditure going for salesmen's hire and advertising. On the other hand, the same company may pay \$250 to a salesman and secure 100 connections or new house wiring contracts by offering a bonus valued at \$7.50 per customer. In either case, the same amount of money is spent: the question is as to whether it is more legal and proper to spend the money for the customer rather than on the customer.

The most notable recent instance of the bonus is to be found in the proposition offered by The Philadelphia Electric Company during Electrical Prosperity Week. This campaign, as briefly recorded in the December issue of *Electrical Merchandise* was as follows:—

In Philadelphia, the lighting company offered an allowance of one dollar per outlet on the cost of wiring any already-built house or store located along existing lines, with the result that approximately 1250 contracts were secured. Of this number the district managers of the company state that fully 1000 were signed by "people who would otherwise not have come across." The offer cost the company about \$15,000, but this is considered good business in Philadelphia owing to the extreme difficulty in that city of securing old house wiring business.

Another example of the bonus was the offer of the Edison Electric Company of Lancaster, Pa., where a percolator and an iron, or their equivalents in credit, were offered as a bonus to all who ordered their houses wired during a campaign that covered the six weeks preceding November 15th last. This campaign was described in *Electrical Merchandise* as follows:—

In a campaign extending over six weeks and ending November 15th, the Edison Electric Company of Lancaster, Pa., secured 365 house-wiring contracts. The proposition included the gift of a percolator and a flatiron with each contract for the wiring of three rooms—parlor, dining-room and kitchen. The remarkably low price of \$11.00 was quoted on this combination, with \$2.50 off if the percolator was not wanted, and \$1.50 off if the iron was not wanted. In addition a discount of \$1.00 was given



—to celebrate Electrical Prosperity Week

We will make an allowance of \$1.00 per current-consuming outlet on the cost of wiring any already-built house or store located along our existing lines and requiring no other than the ordinary service connection, provided that the contracts for both wiring and service are signed between now and December 4th.

This dollar-per-outlet allowance means a saving of practically 20 per cent in the cost of your wiring. To put it another way: if your wiring specifications call for twelve current-consuming outlets, your total wiring cost will be reduced by the sum of twelve dollars.

We are not in the wiring business!

Therefore, the amount of your wiring estimate, obtained from your regular contractor, is not influenced in any way by this offer. The dollar-per-outlet allowance is a positive saving to you. There is no time to lose—we want to send you full information regarding this unusual offer without delay. Phone or write today—there is no obligation.

**The PHILADELPHIA
ELECTRIC COMPANY**



The Advertisement Summarizes Philadelphia's Dollar-Per-Outlet Offer Which Directly Influenced 1,000 Contracts in Six Days

for cash in five days. This made the net price \$6.00 for the wiring of the three ground floor rooms. The offer was restricted to already built and occupied houses on the company's lines.

AMONG the most extreme cases of the bonus proposition was a small western city where it was stated that the company would wire old residences absolutely free.

This company had been in business over 25 years and the town still contained hundreds of old and cheap rented dwellings which seemed utterly hopeless as prospects for electric service. For some years the promotion or business getting expense had been about \$500 per month. It was found that a local contractor would install four lights on drop cords, open wiring, for one dollar per socket. The company therefore wiped out its commercial department, cut out all advertising, and with a single man canvassed the town on the "free wiring" proposition, intending to restrict the amount spent on these to the previous normal promotion expense. Prior to this offer, the com-

pany's increases in meters had been as follows:—

1907	Total customers connected.	473
1908	"	815
1909	"	841
1910	"	929
1911	"	1069
1912	"	1173
1913	"	1319

In the two years next following, the number of customers connected reached a total of over 2100, or almost as many as had been gained in the six previous years combined.

This, however, is not the answer to the question, What is the value of the proposition? Anyone will admit that wiring can be given away, and it would be strange indeed if this company did not succeed in greatly increasing its connections with such a proposition. The dollars and cents part of the proposition does not appear until one delves into the figures, when it is found that each of the houses equipped contained not four but eight outlets. The company gave four outlets free: the customers bought four on their own account. And in addition, most of the wiring was concealed, although the company's offer was for open wiring.

This is how the proposition worked:

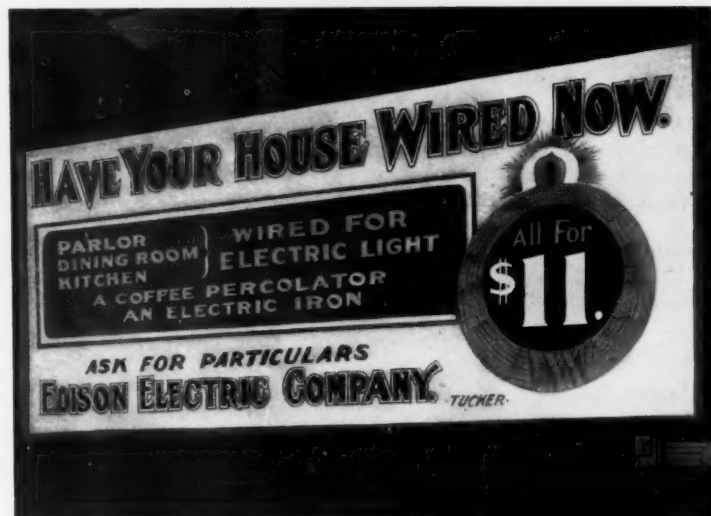
With a single salesman, the company canvassed the cheaper residence districts, calling upon folks living in rented homes. To the salesman's inquiry the housewife almost invariably answered that she was interested in electric service, but that she was a renter and could not consider installing electric wiring for the benefit of the landlord. The salesman's reply to this was that the company would put four outlets in without charge if she would get a substantial guarantor to indorse her agreement to pay the company 25 cents a week minimum charge for current. This was generally easy, and the application was secured.

When the wiring contractor arrived, he went over the house and suggested, first, that the wires be concealed at a cost of 50 cents extra per outlet; then, that the customer should have three or four extra lights; then, probably, he sold a fixture for the parlor in place of the obviously unsightly drop cord. Before the contractor got through with the job, the customer spent anywhere from six to ten dollars—and the company spent only four dollars for the four drop lights originally offered in open wiring. So the records show that the customers secured under this proposition had not four, but eight lights each in their homes.

The proof of any proposition is found in the profit and loss account of the company that makes it. In the above case, it is shown that today the average price received per kwh. of current metered for residence and commercial lighting is almost exactly one-half cent more than when this "free" wiring offer was started. These records show further that now the company receives almost exactly 50 per cent of its revenue from somewhat less than 28 per cent of its kwh. output. Another point is, that while several salesmen during the last five years have been wearing out their shoes going from house to house, and callousing their knuckles against back doors, with results of from 15 to 146 new connections per year, one salesman has added 400 new connections per year during the two years that this "free" scheme has been in operation. The cost of the "free" wiring plus all other promotion expense, has been less than the promotion expense alone before this proposition was offered.

It is not claimed that the proposition is ideal. It would not work in many cities. One must have a community of cheap rented houses to begin with, and incidentally one must be reasonably sure that the proposition will not be viewed by the public utility commissions as a rate concession. Finally, the cost of the work, as estimated by the contractor, must be low, as in this case.

ANOTHER form of bonus is the giving of free current for a limited time. This practice was widely employed some years ago, but seems to have been almost abandoned. One recent instance, however, is the proposition



Bulletin Board Advertisement of the Lancaster Offer. This Proposition, Which is Here Boiled Down to 22 Words, Secured 365 Contracts in Six Weeks

of the Nashville Railway & Light Company, which, during Electrical Prosperity Week, agreed to supply current without charge for over two months to all customers who contracted during the week to have their premises wired. This offer resulted in the securing of 590 contracts in six days. As the installations totalled in round figures, 3,500 outlets, it will be seen that the company's offer amounted to a considerable quantity of current. Other features of this campaign were greatly reduced prices for wiring and the co-operative sales effort of 12 leading contractors.

A clever bonus idea was devised by Louis Petit of the Emanuel syndicate, for use in connection with a house wiring campaign. Realizing that a great deal depends upon starting a campaign with enthusiasm, he offered free a flat iron to each of the first ten persons who signed house wiring contracts. The campaigns were advertised Saturday and Sunday, and opened on Monday, and the result of the free iron offer was to have almost a dozen prospective customers waiting for the office to open. Thus the campaign started with a rush and kept the salesmen active from the first day.

Flat Rate Wiring Proposition

The Offer of a Definite Equipment for Flat Price Has Resulted Successfully

AMONG the most popular wiring campaign schemes is that which we may term the "flat rate" proposition; that is, an offer of a definite amount of wiring equipment for a flat price.

As in any other wiring offer, only a small percentage of the contracts secured are based exactly upon the proposition. The proposition specifically stated is the bait which interests the prospect, but when it comes to applying the offer to his own premises, this prospect finds that a number of conditions and preferences require that the equipment be altered to his individual needs, and his contract, therefore, becomes a matter of special estimate. This has been found to be the case in almost every wiring proposition that has been evolved. The proposition and the campaign enthusiasm "catch" the customer, who then goes ahead and wires up according to his own ideas and almost wholly without

regard to the original proposition which first attracted him.

A characteristic flat rate wiring campaign was that conducted in Roanoke during 1914, and described as follows in *Electrical Merchandise* of September of that year:

THE basis of the campaign was an extended payment proposition under which the company secured the wiring contracts direct, apportioned them equitably among the various electrical contractors, furnished fixtures, glassware and lamps, at prices close to cost, and financed each contract, receiving from each customer 10 per cent in cash of the total cost of wiring and fixtures and dividing the remainder into twelve monthly installments. As an insurance against possible losses in the collection of the monthly payments, the company, which, of course, paid cash to the contractors on each job, added 10 per cent to the contractors' prices.

It was realized at the outset that to make the plan workable it would be necessary to have the various contracting firms agree upon a standard schedule of prices. When a suggested price-list was submitted to the contractors, objection was raised that the prices were too low, but when once the campaign was well under way, the contractors realized that there was a sufficient margin of profit; indeed the company experienced difficulty in one or two instances in maintaining this same price-list against voluntary reductions by contractors on large jobs.

Three specific propositions were featured in the advertising, as follows:

Proposition A—Wiring for six-light outlets, one in each of six rooms, to be equipped with drop light shades and lamps, \$15.

Proposition B—Wiring for six-light outlets, one in each of six rooms, to be equipped with fixtures, glassware and lamps. Two 2-light fixtures, one 1-light fix-

ture, three drop lights. Fixtures equipped with pull chain sockets, \$21.50.

Proposition C—Wiring for six-light outlets, one in each of six rooms, to be equipped with fixtures, glassware and lamps. Two 2-light square brass fixtures, one 1-light chain pendant fixture, three drop lights; fixtures equipped with pull chain sockets, \$27.50.

As is almost invariably the case, only a small proportion of the contracts secured were based on any of these specific propositions. Most of them were a combination of the features of two or three.

During the month of January, 38 house-wiring contracts were received, while the net gain in customers was 90.

In February the month's total was 66 house-wiring contracts and a net gain of 91 customers.

The campaign gathered further impetus in March, 69 houses being wired and 91 customers gained, while in April, all monthly records of the company were broken by the wiring of 80 houses and the gain of 128 customers. In May, 52 wiring contracts were received and the number of customers increased by 129, while in June, 40 contracts and 72 customers were added to the list.

Thus for the period of six months the company made this remarkable showing:

Old Houses Wired 345
Net Gain, Customers 601

In six months the company, with two solicitors in the field, secured more house-wiring contracts than they had figured on getting during the entire year. Needless to say, the campaign was not stopped with the securing of the contemplated number of contracts.

The solicitation was carried out along the same systematic lines. If a salesman received some encouragement but no contract on his first visit, the fact was carefully noted and two weeks later the following letter was sent out:

Dear Sir (or Madame):—

Our Mr. ——— recently discussed with you a proposition whereby you can have your residence wired and fully equipped for electricity at a very low cost and pay for the same in twelve monthly installments.

A number of your neighbors have already taken advantage of this offer, which will be in effect for a limited time only. This is an unusual opportunity to secure the convenience of electric service, and at the same time to increase the value of your home.

Mr. ——— will call on you again within the next few days, and will be glad to accept an order for any wiring arrangements which you may decide upon.

Yours very truly,
Sales Manager.

It is of interest to note that at one time during the campaign this letter was bringing in contracts too fast for the contractors to handle them promptly and we were compelled to hold up letters to a large batch of prospects until the contractors caught up with the work.

The Roanoke Company serves a territory having a population of approximately 45,000, and when the campaign was started in January the number of customers on the books of the company was 5,066. Thus, it can be seen that

the net result of the six months' work was an increase of about 12 per cent in the number of customers.

The total amount paid to the four contracting firms during the six months' period was \$9,187.14, while the average amount of each job, including both wiring and fixtures, was \$29.55. The collections have been excellent, the company having sustained practically no losses from the proposition. However, a number of contracts where the credit was questionable were rejected by the company. These rejected contracts, of course, are not included in the totals given in the foregoing paragraphs. That the campaign served as an impetus, even for the appliance end of the business, is shown by the fact that without any extensive appliance advertising and no solicitation, 200 irons were put out during the period of the campaign. These results were obtained in the face of somewhat unfavorable business conditions.

AN even simpler flat rate proposition was recently used in Nashville, where the following schedule was advertised during Electrical Prosperity Week:

Number of Rooms.	Regular Wiring Prices.	Electrical Week Specials.
3	\$11.00	\$9.00
4	13.50	10.00
5	14.75	11.00
6	16.25	12.00
7	18.35	13.20
8	20.65	15.60
9	23.00	17.40
10	25.50	19.80

The above prices include 60 candle power economical Mazda lamps. Offer only applies to already-built private dwellings, within reach of present service lines, where there are no unusual conditions of floor to be removed.

"Explanation:—Suppose you have six

rooms or places where you need electric light; the regular price for wiring six rooms is \$16.25. By placing your order during 'Electrical Week' you can have six rooms wired for only \$12.00—a clean saving of \$4.25! No cash payment required—no money due until 30 days after wiring is completed, and then only \$1.00 a month until paid for."


The following summary gives in detail the results of this offer during the six days it was in force, but in reading these figures it is well to remember that the company had just completed a two-months campaign during which 345 wiring contracts were secured:

NUMBER OF EACH SIZE	
Number of Contracts.	Number of Outlets.
50	3
114	4
125	5
167	6
54	7
36	8
12	9
18	10
14	over 10
590	

CONTRACTS PER DAY	
Day.	Contracts.
Nov. 29th	54
Nov. 30th	65
Dec. 1st	71
Dec. 2nd	96
Dec. 3rd	90
Dec. 4th	214
	590

Owners: white, 368; colored, 89
Tenants: white, 113; colored, 20.

RECOGNITION of the fact that flat rate propositions are really nothing more than "bait," and that the customer, having been interested by a special low price offer, almost immediately decides to install more equipment




No Home Too Old For Electric Wiring

Of recent years houses that were built back in the days when tallow candle-dips were the prevailing source of illumination, have been successfully wired for electric lights. So expert are wiremen nowadays and so efficient are the tools with which they do the work that the finished job looks as if the fixtures had been installed when the house was being built. The Modern Way of Wiring does not deface walls and does not disarrange the ordinary routine of the home while being done. There is no dirt, disorder or trouble.

When company comes at night, think how cheerful it would be, if when you hear their ring, you could turn on an electric porch light and usher them into a hall flooded with the next to daylight radiance of Electric Lights. And then, no pause at the door of a dark drawing room—the simple twitch of a switch being the magic which kindles a subdued glow in a shaded electric lamp, while side wall fixtures shed that soft illumination which is the final touch of gentle living.

Our modern system of house wiring is simplicity itself—Inexpensive, Quick, Without Trouble or Disorder.



Just figure the cost

PLUS 5 PER CENT FOR CARRYING ACCOUNT

	Open	Concealed A	Concealed B
Four outlets including drops and meter loops	\$9.00	\$13.00	\$15.00
Each additional outlet	1.50	2.25	2.75
Outlet and switch	2.00	2.75	3.00
3 point switch	3.00	4.00	5.50
Each drop omitted, deduct	.30	.30	.30

A—Concealed work means that type of concealed construction where it is not necessary to remove and replace flooring.
B—Concealed work means that type where it is necessary to remove and replace flooring.

The whole of the above is based on doing this work in accordance with the requirements of the Louisiana Fire Prevention Bureau and the City Electrician.

CONSUMERS ELECTRIC LIGHT & POWER CO.

116 BARONNE STREET PHONE MAIN 3500

An Advertisement so Complete That the Customer Becomes His Own Wiring Estimator

This Trade Mark The Guarantee of Excellence on Goods Electrical.



Public Library, Hartford, Conn., G.-E. Flood Lighted

x x x 500 Watts

Read this list and see where G.-E. Flood Lighting Projectors can be used in your locality. Then figure how many Projectors you can sell in each place.

Multiply this by 500 watts (the size of the MAZDA C Lamp used as the light source) and you will find that the total amount of "new wattage" you can put on your lines is enormous.

Flood Lighting is also a spectacular advertisement of Central Station service, receiving press notices wherever installed.

Start a Flood Lighting Campaign in your city. Write now for the unusual sales helps, especially prepared for this campaign.

Advertising Banners
Arsenals
Assembling Large Machinery
Athletic Grounds
Automobile Show Rooms
Bill Boards
Building Fronts
Chimneys
Clock Towers
Coal Piles
Construction Work
Dance Halls
Docks
Fence Lighting
Flags
Fountains
Fire Fighting
Freight Unloading
Grain Elevators
Ice Harvesting
Manufacturing Plants
Monuments
Outdoor Theatricals
Pageants
Parade Grounds
Patrol Duty
Prison Walls
Quarries
Real Estate Tracts
Rifle Ranges
Signs
Spectacular Lighting
Statues
Street Squares
Toboggan Slides
Trap Shooting
Water Tanks
Winter Sports
Etc., etc.

General Electric Company

General Office:

Schenectady, N. Y.

Sales Offices in All Large Cities

This Trade Mark The Guarantee of Excellence on Goods Electrical.





No house is too old to be wired for EDISON MAZDA LAMPS

A Nation-wide House-wiring Campaign

March 15th to April 15th

WOUR problem is the wiring of *old* houses. Few will be as antique as this historic, two-century-old landmark, now a shining tribute to electric lighting.

To make the wiring of old houses easier for you, we have joined the nation-wide campaign to make the month of March 15th to April 15th a record-breaker in house-wiring achievements.

Our advertisements in the March and April issues of *Collier's Weekly*, *Saturday Evening Post*, *Literary Digest*, and elsewhere will bring the subject to the attention of a considerable portion of the magazine reading public.

Our booklets, newspaper cuts, window displays and other sales aids will help make your local campaign a big success. The March issue of the Edison Sales Builder contains full particulars—read it carefully.

We urge every distributor of Edison MAZDA Lamps to lend his hearty support to this movement, the result of which will be new business for practically every branch of the electrical industry.



EDISON LAMP
OF GENERAL ELECTRIC
General Sales Office, Harrison, N. J.

WORKS
COMPANY
Agencies Everywhere 6055



or different equipment than that specified in the proposition, has led in many instances to the making of combination propositions. In Chattanooga, for example, the following schedule of flat rate propositions was made, all the advertising being centered upon the \$11.00 cottage wiring offer:

COTTAGE PROPOSITIONS.

Plan A—Five rooms wired complete, with drop cords.....	\$11.00
Plan B—Five rooms wired complete, with drop cords, porch light and flush switch.....	14.25
Plan C—Five rooms wired complete, with drop cords, two 2-light fixtures and porch light and flush switch.....	20.75
Plan D—Six rooms wired complete, with drop cords.....	12.00
Plan E—Six rooms, wired complete, with drop cords, porch light and switch.....	15.25
Plan F—Six rooms wired complete, with four drop cords and two 2-light fixtures.....	18.50
Plan G—Six rooms wired complete, same as proposition "F," with porch light and flush switch.....	21.75
Plan H—Eight rooms wired complete, with drop cords.....	16.00

"Note—If none of these propositions meet with your requirements, take the one best adapted and add to or subtract from, as per schedule."

But this, as we have said, was only the "bait" in Chattanooga. The real selling plan was to get the customer started on one of the above propositions, and then to employ a regular price schedule covering practically every item

of additional equipment which might be desired. This method of "wiring by schedule" is described in detail elsewhere in this issue.

THE Boston "wiring by schedule" campaign makes this point especially clear. The proposition there was equipment for a single room, advertised for \$14.35. The entire advertising campaign featured this bargain. To quote from one of the officers of the company: "The big feature in the soliciting of this business under the plan has proven to be the fact that we approach the customer with a proposition of wiring his premises for a service at a cost of but \$14.35."

"At the start of this campaign we put out to our customer a letter asking the question 'would you be interested in a proposition of wiring your house for an electric service at an original investment of \$2.35, and \$2 per month for six months.' We naturally did not, in this announcement, tell our entire story, nor did we notify a customer of the fact that we offered but a limited service for the consideration of \$14.35, yet, as an advertising proposition, we feel that we are fully justified when it is taken into consideration the low price offered for the installation of a service to the premises, a service pipe, in the overhead districts, a meter board with necessary fuse plugs, and the wiring of one outlet in armored cable, at any location on the first floor of the house, excepting the ceiling."

"While we in the business consider the bait good, the fact that the fish caught were not limited to \$14.35 is

shown by the fact that but 29 of the total number 918 contracts signed were for the minimum amount.

38 contracts were from.....	\$14.35 to \$ 25.00
146 from.....	25.00 to 50.00
231 from.....	50.00 to 75.00
227 from.....	75.00 to 100.00
196 from.....	100 to 150.00
37 from.....	150.00 to 200.00
14 over.....	200.00

"These figures would seem to indicate that the bulk of the business from any such advertising proposition where proper inducements are offered, under the wiring schedule, can be looked for in greater amounts, by far, than the minimum offered. In fact the average contract has amounted to something over \$83."

WHEN Albert Emanuel took over the Emporia Railway & Light Company, a flat rate house wiring proposition was offered as follows:—

5 rooms with drop cords.....	\$13.00
5 rooms with drop cords and porch light with switch.....	17.00
5 rooms with 3 drop cords and 2 two-light fixtures, porch light and switch.....	21.80

The terms were 25% with order and balance in six monthly payments.

A special feature to get quick action was the offer of a 6-lb. flat iron free to the first ten persons who signed contracts. The campaign resulted in 110 wiring contracts, which were secured at a cost of \$5.14 each, including salaries, advertising, etc. Numerous appliances, including 84 irons and 9 toasters were sold during the campaign to those who ordered wiring.

Wiring By Schedule

How the Price List Has Superseded the Wiring Estimator

THE most successful and the most widely used wiring campaign plan originated in Boston and has resulted in the wiring of 2,938 houses.

The proposition, boiled down, is this:—The company devises a price schedule in which various outlets are listed at specified prices. The established prices apply no matter what individual complications might be met in any particular house. By the use of such a schedule, any salesman, however ignorant of wiring practice, can quote definitely to the prospective customer the exact cost of wiring his home. The schedule is large enough to meet any reasonable demand of the customer. The first published account of this plan, as originally put into effect by the Edison Electric Illuminating Company of Boston, appeared in *Electrical Merchandise* for December, 1913. The following details are abstracted:—

The Edison Electric Illuminating Company campaign is as simple, sensible, and clear-cut as could possibly be

devised. The salesman can quote the exact price for any installation from one outlet—a wall receptacle and two socket outlets for \$14.35—up to that elaborate installation of lighting fixtures and domestic appliances for \$300, which is the largest single piece of business that the Edison Company has obtained during the first campaign.

The Edison officials worked out a plan that is absolutely simple and red-tapeless. You could have an outlet consisting of a flush plug receptacle placed in any room on the first floor anywhere except the ceiling for \$14.35. There is a definite price figured out to cover every additional item whether it is a basement or a porch light or complete electric service. Every salesman carries a complete price list with him to which he can instantly refer when the question of any item of service is brought up by a prospect. There is no getting away from the definiteness and clarity of the proposition, and no misunderstanding it.

Whatever kind of electric service a prospect decides upon for his home, he can pay for it in one of several ways. If he simply has his house wired for the one wall receptacle, he pays \$14.35 at the rate of \$2.35 down and \$2.00 per month for six months. For larger installations, he pays from \$2.00 to \$2.29 for as long as 12 months; or \$3.00 to \$3.99 for as long as fifteen months; or \$4.00 to \$4.99 for as long as eighteen months, or \$5.00 and over for as long as twenty months.

However, it is one thing to put a fine plan on paper; another to line up the contractors. Yet, unless a sufficient number of the contractors agreed to the proposal, it could never have been launched, for the Edison Company, itself, does no wiring. The first contractor agreed to the schedule. That insured success. After the first man was lined up, other contractors were approached.

A good many at first could not see how they could do it. "All right,"

they were told; "we already have secured a sufficient number of contractors who are willing to do the work in accordance with our plan and prices. We're sorry to have to leave you out." This argument generally did the business.

When the campaign was ready, each salesman was given a price schedule and a chart showing the various fixtures that a prospect might select in accordance with his needs. On this chart were shown fixtures for basement, dining room, piazza light, hall, parlor, and for other household requirements—every fixture plainly numbered and priced. Thus, the prospect would simply have

balance \$2 a month for six months."

Form letters mailed to prospects give the gist of the offer—the specific price of \$14.35 and the monthly installment plan. The prospect also is informed that a company representative will gladly call to furnish any information that may be desired.

Advertising was turned loose on the suburban public on a Saturday and when the company office was opened Monday morning the telephone was already ringing with the first prospect at the other end of the wire.

The following contracts were secured during the first five weeks. The list

AGREEMENT FOR ELECTRICAL WIRING

THIS AGREEMENT, between _____ of _____, hereinafter called the Purchaser, and _____, hereinafter called the Contractor, WITNESSETH that THE CONTRACTOR AGREES to furnish the labor and materials to do the work specified below on the _____ floor in the building numbered _____ Street for the prices given in the Price List on the reverse side; said work being Price List No's _____

THE PURCHASER AGREES that upon completion of the work he will pay the said Contractor the amounts specified in said Price List for said work, to wit, the sum of _____ dollars.

IN WITNESS WHEREOF, the parties hereto have executed this instrument in _____ this _____ day of _____, 191 _____.

Purchaser

Contractor

The Edison Electric Illuminating Company of Boston

AGREEMENT FOR FINANCING THE ABOVE AGREEMENT

IN CONSIDERATION of the agreements of the above named Purchaser hereinafter made and at the request of said Purchaser, THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON, hereinafter called the Company, hereby agrees with said Purchaser to pay the above named Contractor, upon receipt of the Contractor's bill approved for payment by the Purchaser, the said sum of _____ dollars; and said Purchaser agrees with said Company to reimburse the Company for said amount so expended in the Purchaser's behalf in monthly instalments of _____ dollars, the first instalment to be paid upon the signing of this Agreement; and said Purchaser also agrees to use the electric service of the Company, for which he has applied on a regular application form of the Company of even date herewith, until such time as the conditions of this agreement are fulfilled.

IT IS FURTHER AGREED between the Company and the Purchaser that this Agreement is merely one for financing said work, that the Company has made no representation as to the skill or competency of the Contractor, who is independent of the Company and that the Company is in no way responsible or liable for the work of said Contractor; that no agent of the Company has power to modify or alter this agreement or waive any of its conditions or to bind the Company by making any promise or representation or by accepting any representation or information not contained in this agreement.

IN WITNESS WHEREOF the said Purchaser and the said Company have executed this instrument in duplicate this _____ day of _____, 191 _____.

Purchaser.

THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON

By _____

Superintendent Sales Department

Accepted: _____

Credit Clerk

MINIMUM MONTHLY PAYMENTS \$2.00
MAXIMUM PERIOD OF MONTHLY PAYMENTS

\$2.00 to \$2.99	12 Months	\$4.00 to \$4.99	18 Months
3.00 to 3.99	15 "	5.00 and over	20 "

Under This Agreement Boston Edison Company Has Wired 2,938 Houses

to consult this chart, pick out any combination of the fixtures he desired, and he would find the exact price for the selected combination. It was perfectly plain, it was perfectly simple. The newspaper advertisements showed reproductions of the chart, and pictures portraying the use of various electric home comforts. Appropriate captions briefly described the advantages of the domestic appliances shown in the pictures, and read: "You can get the electric service to use such appliances for \$14.35 in small payments—\$2.35 down,

shows the date of contracts, and the monetary value of each installation:—

October 13	\$91.25	October 29	\$115.00
	14.35	October 30	75.00
October 17	128.75		75.00
October 20	76.00		110.00
	14.35	October 31	116.25
	14.35		105.50
October 21	67.25		155.25
October 23	125.00	November 1	24.35
October 24	83.50		78.00
October 25	66.25	November 3	55.25
	48.75		300.00
October 27	107.50	November 4	14.35
	96.00		30.75
October 28	40.40		40.25

UNIVERSAL

Prepare for Spring Business Now

The earlier you show spring goods the more spring business you'll get. It's time to line up with the best sellers now.



UNIVERSAL ELECTRIC IRON
WITH SNAP SWITCH

No. E9081 - - - - - Price \$5.00

The Snap Switch cuts off the heat, at any time during the ironing, without removing the plug. Simply press a button at rear of handle and the current is off; press it again and the current is on. This feature eliminates waste current and is a big talking point.



UNIVERSAL ELECTRIC COFFEE
PERCOLATOR

No. E9637 - - - - - Price \$8.00

You'll make no mistake if you make a drive on this percolator. It's the popular seven-cup type—handsome enough to grace any table—low enough in price to appeal to every customer. Has the UNIVERSAL Pumping System and the Fusible Plug Safety Device.



UNIVERSAL ELECTRIC PORTABLE
RANGE COMPLETE

No. E9841 - - - - - Price \$10.50

Will do every kind of baking or roasting necessary for small requirements. Has four degrees of heat. The oven has double walls and thus retains any desired temperature even when the current has been switched from a high to a medium degree.

Landers, Frary & Clark
New Britain, Conn.

UNIVERSAL

November 5	\$36.50	November 18	\$67.50	November 25	\$39.50	November 25	\$27.50
November 6	81.50		70.25		31.75		71.00
	77.75		50.50		32.00		
November 7	19.00	November 19	58.12			Total	\$7,787.80
	70.50		135.00				
November 8	32.75		90.00				
	14.35		74.75				
	20.35	November 20	95.00				
	83.25		70.75				
	64.00		123.25				
	73.50	November 21	92.75				
November 10	45.00		25.00				
	139.25		71.75				
	70.00	November 22	75.00				
	41.50		67.00				
November 11	24.00		73.00				
	60.00		18.00				
	40.00	November 24	55.50				
	94.00		40.00				
	29.50		50.75				
	42.25		14.35				
November 12	87.00		101.00				
	58.00		42.00				
	192.75		44.25				
November 13	25.00		149.00				
	27.35		127.25				
November 14	14.35		21.25				
	120.00		15.00				
	75.00		14.35				
November 15	119.25		204.00				
	172.00		155.00				
	14.35		80.00				
	14.35		55.00				
	51.00	November 25	14.35				
November 17	74.75		78.00				
	22.50		84.75				
November 18	27.00		65.00				
	92.00		40.00				
	30.75		37.75				
	76.75						

A glance at these figures will show that out of a total of 114 contracts above listed, only 11 were based on as low a figure as \$14.35, while 14 contracts called for the expenditure of over \$100; one of them for an outlay of \$300, a second for one of over \$200, and five for over \$150. Entirely apart from these relatively high figures, 21 of the remaining 48 contracts ran into amounts in excess of \$50, and some of them pretty close to \$100. Viewing the list from still another angle, besides the 11 customers who adhered to the original idea of \$14.35, only eight confined their expenditures to less than \$25.

The Boston plan has now been in operation for 27 months with the following results:—

Year.	No. Houses.	50-w Equivs.
1913 (3 mos.)	228	4,049
1914	1,186	23,687
1915	1,524	30,701

The income and cost of this business is satisfactory inasmuch as all contracts are for houses on existing commercial lines of the company. The details of these items are:—

Year.	Est. Income.	Wiring Cost.
1913	\$4,512	\$16,561
1914	29,096	104,479
1915	35,270	132,578

The credit losses incident to this campaign have been but a very small fraction of one per cent.

ANOTHER notable example of the "wiring by schedule" proposition was inaugurated in Brooklyn and is still in force.

The schedule there used also is self-explanatory. All original orders must carry "proposition number one." as shown below, which is really nothing more nor less than the "kitchen service" equipment similar to that sold in Dayton, and elsewhere described in this issue under the heading "Panel Board Campaigns." To this basic installation may be added outlets in any room from cellar to garret, all of which items are separately listed in plain figures. The schedule is as follows:—

KITCHEN

- No. 1—Outlet consisting of a baseboard or wall flush receptacle located in kitchen on first floor, and one ceiling outlet with one light fixture and pull chain socket\$19.45

CELLAR

- No. 2—Ceiling receptacle in cellar at heating apparatus with flush switch at head of cellar stairs..... 7.75

HALL

- No. 3—Ceiling outlet in hall with one light chain fixture and pull chain socket.... 8.10
(If wall bracket is desired instead deduct 85c)

DINING ROOM

- No. 4—Dining room outlet with three light shower fixture, pull chain sockets..... 11.75
(If amber glass dome is desired instead add \$1.50)

PIAZZA

- No. 5—Outlet on piazza with ceiling fixture and globe with switch in hall..... 10.00

BEDROOM

- No. 6—Bedroom outlet with two light shower fixture, pull chain sockets 8.00

PARLOR

- No. 7—Parlor outlet with four light shower fixture, pull chain sockets 10.50

CHINA CLOSET

- No. 8—China closet outlet and bracket fixture with pull chain socket 6.20

BACK PORCH

- No. 9—Back porch outlet and bracket fixture with switch 10.35

PANTRY

- No. 10—Pantry outlet and one light bracket fixture with pull chain socket..... 6.20

The Following Prices are only for Single Apartments and Dwellings, and are based upon acceptance within 30 days from quotation and upon the use of Armored Cable and first-class workmanship throughout and complete ready for use, excepting fixtures, where deductions for fixtures are made; and also excepting private property construction in excess of one stretch of wire overhead or where underground service is required in excess of two feet inside the sidewalk line:

No. 1.	Outlet consisting of a flush plug receptacle located in any room on the first floor anywhere excepting ceiling.	\$14.35
" 2.	No. 1 and outlet in cellar at heating apparatus with switch.	19.00
" 3.	No. 1 and 1 outlet on piazza with switch in hall and fixture.	22.00
" 4.	No. 1 and 1 outlet in hall with switch and fixture (3-way switches \$6.00 additional).	23.00
" 5.	No. 1 and 1 outlet in parlor with switch and fixture.	25.50
" 6.	No. 1, No. 2, No. 3	27.00
" 7.	" 1 " 2 " 4	28.00
" 8.	" 1 " 2 " 5	30.50
" 9.	" 1 " 3 " 4	31.00
" 10.	" 1 " 3 " 5	33.50
" 11.	" 1 " 4 " 5	34.50
" 12.	" 1 " 2 " 3 No. 4	36.00
" 13.	" 1 " 2 " 3 " 5	38.50
" 14.	" 1 " 2 " 4 " 5	39.50
" 15.	" 1 " 3 " 4 " 5	42.00
" 16.	" 1 " 2 " 3 " 4 No. 5	47.50
Additions: (To apply only after No. 3).		
No. 17.	Dining Room outlet with switch and fixture.	\$ 12.00
" 18.	Kitchen outlet with switch and fixture.	8.75
" 19.	Pantry outlet and fixture.	4.25
" 20.	China Closet " " "	4.25
" 21.	Back Porch " with switch and fixture.	8.00
" 22.	Second story hall outlet with two 3-way switches and fixture.	11.75
" 23.	Bath Room outlet with switch and fixture.	8.25
" 24.	All other lighting outlets with fixtures.	4.25 each
" 25.	All other switches	4.00 "
" 26.	Floor or baseboard receptacles.	4.00 "
" 27.	Bell Ringing Transformer.	4.00
" 28.	Pull Sockets (Extra)	.25 "
For each additional floor above the first floor		
No. 28.	Add \$5.00 for Item No. 1.	
(Extra charge is to provide for running risers through additional floors.)		
No. 29.	Add \$10.00 for Items No. 1 and No. 2.	
(Extra charge is to provide for controlling cellar lighting from the floor occupied by the user.)		
DEDUCTIONS IF NOT WANTED:		
Switches (Exclusive of cellar switch)		\$3.00 each
For Fixtures If Personal Selection is Desired:		
No. 3, 6.		1.00 "
" 18, 19, 20, 21, 22, 23, 24.		1.25 "
" 4 and No. 6		2.00 "
" 5 " " 8		4.50 "
" 9 " " 12		3.00 "
" 10 " " 13		5.50 "
" 11 " " 14		6.50 "
" 15 " " 16		7.50 "
" 17		5.00 "

Even a Woman Could Figure Out the Cost of Wiring With This Price List

FIXTURES SUPPLIED

with EDISON HOUSE WIRING PLAN



Note: Nos. 1, 3, 4, 6, 7—Standard Length of Fixture, 36 inches, No. 4a Standard Length, 54 inches

EDISON ELECTRIC ILLUMINATING COMPANY of BROOKLYN

Illustration Showing Fixtures Sold by Brooklyn Salesmen is so Clear That Visits to Show Room Are Unnecessary

- BATH ROOM**
- No. 11—Bath room outlet and one light nickel plated fixture, pull chain socket... \$3.20
- ALL OTHER OUTLETS**
- No. 12—All other lighting outlets with one light bracket fixture, pull chain socket... 6.20
- No. 13—Two three-way switches for controlling hall light from upper or lower floor 9.90
- No. 14—Floor, baseboard, wall, or ceiling receptacles... 4.95
- No. 15—Bell ringing transformers for alternating current only. This device does away with all the trouble of dry and wet batteries... 4.95
- No. 16—Flush wall switches... 3.85

Accompanying the above schedule, in the Brooklyn proposition, are clever shadowgraph illustrations showing the various fixtures in their proper surroundings, and in addition a plate is supplied to the prospective customer, on which these fixtures are all shown with identification marks and prices.

T. I. Jones, salesmanager of the Brooklyn Edison Company, reports that 705 houses have been wired under this schedule in 15 months. The average amount of the contracts was \$118.51 and the average number of outlets 28. In the 15 months' experience which this company has had with the deferred payment proposition not a dollar has been lost due to bad accounts.

THE above are the two most notable examples of the "wiring by schedule" campaign, but a large number of similar or identical campaigns have been successfully carried out. A recent issue of *Electrical Merchandise* contained an account of the campaign conducted in Topeka by Robert B. Basham, who used the following schedule:—

Topeka House-wiring Campaign Schedule.

		1st floor	2nd floor
Cottage	Light Opening	\$2.00	
	Snap Switches S. P.	2.25	
	Flush Switches S. P.	2.75	
	3-Way Snap Switch	3.35	
Attic	3-Way Flush Switch	3.80	
Cottage	Light Opening	\$2.25	
	Snap Switch S. P.	2.45	
	Flush Switch S. P.	3.00	
	3-Way Snap Switch	3.75	
Floored	3-Way Flush Switch	4.20	
2-Story House,	Light Opening	\$2.70	\$2.00
	Snap Switch S. P.	3.15	2.25
	Flush Switch S. P.	3.60	3.00
	3-Way Snap Switch	4.75	3.35
Open	3-Way Flush Switch	5.00	5.00
2-Story House,	Light Opening	\$3.00	\$2.25
	Snap Switch S. P.	3.50	2.45
	Flush Switch S. P.	4.00	2.75
	3-Way Snap Switch	4.75	3.75
Floored	3-Way Flush Switch	5.00	5.00
Attic			

If the attic is finished, figure whole house on first-floor schedule.

Single-circuit jobs without cabinet.

Does not include double or hardwood floors.

Minimum amount of contract \$12.50.

Figure lamps additional.

Drop cords, no shade, add 75c. each—with shade, \$1.00.

Above prices include hardware.

The Topeka campaign resulted in securing 1582 wiring contracts in six months, and they had an average of but four salesmen employed in solicitation.

In Chattanooga, during July and August, 1914, a combination of the flat rate wiring proposition and the schedule proposition was employed. The basis was a "cottage proposition" of "five rooms wired complete with drop cords for \$11.00," followed by seven other flat propositions. This offer was widely advertised and brought 957 inquiries, resulting in 334 contracts. The original offer stated, "If none of these propositions meets your requirements, take the one best adapted and add to or subtract from, as per schedule." As result, the average contract amounted to \$20.55.

Enough has been given regarding "wiring by schedule" to show that it results in great stimulation of business. The essential feature is that the salesman is able to quote a definite price at his first call: there is no waiting for the contractor to estimate, no shopping about for fixtures and glassware, no chance for customer to cool off.



Lay Out Your Wiring Campaign Now—

FOR a number of years our Campaign Service Bureau has been busy planing sales and business developing campaigns for those handling National MAZDA lamps. Many Central Stations, Jobbers, Electrical Contractors and Dealers have taken advantage of this service. We have made up campaigns of all sorts—some for store and house-wiring, others for residential, office building, store, factory and sign lighting, miniature lamp campaigns, and so on. Naturally, through experience and by keeping in close touch with merchandising methods as applied to the commercial side of the electrical industry, this department has a service to offer that will be of great value to you.



NATIONAL LAMP WORKS
 OF GENERAL ELECTRIC CO.
 NELA PARK, CLEVELAND
 Member Society for Electrical Development—"DO IT ELECTRICALLY"



Or, Let Us Do It For You—Gratis

NOW is the time to start thinking of your spring house-wiring activities. Why not take advantage of the suggestions our Campaign Service Bureau can give you. It will cost you only the time required to write a letter advising in a general way what you aim to accomplish and what conditions you are up against. Of course the more complete information you furnish, the better are we prepared to outline a detailed campaign to meet your specific requirements. Write today addressing your correspondence to the General Sales Manager of the Division through which you obtain National MAZDA lamps.



NATIONAL LAMP WORKS

OF GENERAL ELECTRIC CO.
NELA PARK, CLEVELAND



Member Society for Electrical Development—"DO IT ELECTRICALLY"

Co-Operation With Contractors

Fairness and Firmness the Necessary Combination to Get Best Results

THE extreme policies regarding co-operation with contractors range from instances where the lighting company goes into the wiring contracting business to cases where the lighting company has nothing whatever to do with wiring.

Both extremes are bad.

A case in point is a lively little city just below Mason and Dixon's line, where the central station manager reports, "We do not mix up in the house wiring proposition at all." As a result, the number of customers connected in his city was hardly one-third the number connected in a much less promising city of exactly the same size, located a bit farther north, where intelligent co-operation among all electrical interests results in the securing of the maximum amount of business.

At the outset of the last panic, occasioned by the beginning of hostilities in Europe, a number of companies discontinued the practice of carrying accounts and otherwise giving financial backing to house wiring sales effort. This has resulted in a decided falling off in house wiring business in many cities: in others, it does not seem to have had any serious effect.

Minneapolis, where the commercial department has made a remarkable record for securing old house wiring business, the work is all done by contractors and no credit arrangement other than the usual 30 days, is offered. In that city, however, the aggressive sales policy and the quantity of business resulting, has demonstrated to the contractors the possibilities of this class of business and has shown them that they can profitably reduce their unit costs as they secure an increased volume of work. H. E. Young, salesmanager of the Minneapolis General Electric Company, suggests that the company's aggressiveness has paved the way toward a co-operation effort in lower priced wiring and deferred payment proposition.

A. K. Young, of Toledo, considers that it is the duty of the lighting company to assist in financing wiring contractors. Where the company does not enter into any specific campaign, but simply solicits the business and turns it over to contractors, many sales are made which must be paid in instalments. Only the well-to-do contractors are able to assume such accounts, and the result is that the business naturally gravitates to two or three contractors with capital, leaving the field pretty barren for those who are unable to extend long credits. The company employing its capital or credit in this situation, is able to spread the work around to all the contractors, big and little, to the general advantage of

the electrical conditions of the community.

THIS point was very ably argued before the New England section of the N. E. L. A. some fifteen months ago by E. C. Kimball of Boston. His views, as reported in *Electrical Merchandise* at the time, are:

"In evolving any scheme of house wiring to be put before the owners of existing buildings, with the hope of securing results in a large way, we have proven to our satisfaction, it is essential that the central station assume a part of the burden of the original expense. If, however, we look at this proposition in a broad light, we can see how small a part of the burden we are obliged to carry for such an income as it is possible to produce. When we consider that the mere financing of a wiring plan is in the end but equivalent to an acceptance of a customer's note with monthly payments to be matured within a stated period, with or without interest, it is fair to assume that there is not a company in this Association that could not well afford to adopt such a plan and waive the interest charges on a wiring proposition as off-set by the possibilities of income at their current rates.

"The experience of the Boston Edison Company has come in operating under the plan which we are now using and is such that we feel justified in saying the cost to the company is insignificant when we figure the income which we are receiving from such installations as have been already made.

"In the nine months ending July 31, 1914, we have signed 918 contracts, which contracts have added 17,000 50 watt equivalents to our connected load. The estimated income from this business we have approximated at \$21,000. The house wiring as contracted under the plan amounts to \$75,800 of which we have received in cash payments \$7,700 leaving a difference of approximately \$68,000, to be paid in monthly payments, amounting on August 1 to \$4,485 per month, so that our financing investment in this proposition will be entirely taken care of within a period of 15 months and our real investment will be but the interest rate on the \$68,000 for a period of approximately 7½ months.

"I think it is safe to assume that any of us are willing to spend \$2,100 for a net increase in income of \$21,000 per annum."

ONE feature of the co-operation problem which is always vexing is the just apportionment of orders among a number of contractors. The large contractor employing a big crew and having ample capital feels that he should

get more business than the little fellow who wears overalls and buys his wire by the foot. This is true enough, but the little fellow can't see it. He continually accuses the lighting company and its representatives of favoritism, starts all the trouble he can, and generally acts the part of the "dog in the manger."

The Metropolitan Electric Company of Reading solved this problem satisfactorily as follows:

The orders for work are given direct to the company and are numbered consecutively. These are given out in turn to the first contractor who states that work can be started the next day. In this way the contractor who is able to finish the most work gets the most work from the company. When more than one contractor is ready to start work, the orders are consecutively distributed.

PPRICE is another stumbling block in the path of co-operation. The lighting company which undertakes to promote a wiring campaign on a big scale realizes that it must make a proposition to the public which will be attractive and lead to instant acceptance. The contractor, for his part, can see no advantage in selling his labor and material at cost. Between these extremes, of charging all the traffic will bear (which is the contractor's ideal) and putting the wires in absolutely free (which is the finality of the central station's view), there must be established a schedule of prices which will stimulate business to the greatest degree and at the same time give a fair profit to all.

Speaking to the central stations, we may say, bluntly, that in the effort to bring wiring prices down to the lowest practicable point, they must understand that starvation means stagnation, and any schedule which cuts into the contractor too deeply will defeat its purpose. According to the report of the N. E. L. A. committee on wiring buildings, 28.6 per cent must be added to the contractor's cost of material and labor to take care of his normal overhead. Increased volume of scales will reduce this percentage of overhead, but in no event does the item disappear: it does not even diminish much below 20 per cent. To one unfamiliar with estimating, it may seem absurd to add from one-fifth to almost one-third to material and labor costs, and then add a profit above that, but as Edward N. Hurley has said, "No arbitrary ruling that affects price will stand the test of practice unless it is backed up by facts and figures. Only the few—the successful few—know what it costs to do business."

Robert B. Basham, of Topeka, had the unusual experience of receiving from his local contractors a schedule which

was too low, due to the fact that price cutting had been common in that city and the contractor "did not know how much it cost them to do business." His belief in the matter of co-operation is well worthy of serious thought. In a recent issue of *Electrical Merchandise* he said:

"When a lighting company figures with the contractors on a schedule of this kind, it behooves the former to accept a schedule at which the contractors can make a fair margin of profit. There is no place where the motto, 'Live and let live,' applies better than here. The contractors of this city submitted to us a schedule under which they felt that they could accept orders, but some of the items they had figured right down to bedrock. This was due to the fact that price-cutting had commonly been practiced by the Topeka contractors, and they felt that they could not get our business except at the figures they named. I voluntarily raised several of the items, knowing that if the bidders did the work at the price they estimated, they would simply be swapping dollars. Our unexpected generosity satisfied the contractors that the lighting company was willing to play fair. They immediately gave us their undivided support, which, indeed, proved an important factor in the success of our campaign."

It is to be noted, however, that prices which the contractors believe are too

low frequently turn out to be ample and fat with profit when a campaign gets into motion.

In Roanoke, W. C. Claytor, superintendent of light and power, had great difficulty in persuading his local contractors to accept a schedule which he believed would be fair, yet after the campaign started he had even greater difficulty to maintain the schedule in the face of price cutting by the very men who at first were most bitterly emphatic in their assertion that his prices represented actual loss.

Approximately the same condition developed in Boston. Says E. C. Kimball of that city:

"In promoting this plan originally we met with some little opposition from the contractors, they taking the viewpoint that the only advantage that could possibly be gotten through the plan as proposed would accrue to the Edison Company at their (the contractors') expense. It seemed to be a prevailing idea that we were putting ourselves in a position which properly belonged to them; that we were quoting a customer prices arbitrarily without consulting the contractors as to his wishes, his desires or his willingness to execute the work under the agreement as proposed.

"We are perhaps willing to admit that all the contractors said is true. We did take an arbitrary stand. We did dictate the prices at which the work should be done. We did put ourselves

in the position of the contractor and sell his product to be delivered by him, but in making up the price-list we consulted a contractor whom we felt well competent to pass upon the prices and whose consent we got to execute any contract which we might secure at the prices as quoted, before putting the proposition before the contractors as a whole.

"There may be a question of ethics in our confining such a proposition originally to one contractor, but as a matter of fact we were even more arbitrary than this as we used our own judgment largely where any question arose between him and ourselves and the plan as finally proposed was put out on this basis largely. 'Here is our proposition: We have a contractor who is willing to execute orders. If you want any of the business that we are going to secure from this plan, you may have it or leave it, as your desire.' We did not put this into so many words before the contractor, but in calling a meeting of all the contractors we placed the proposition before them and the inference was very plain when we stated 'we are going to secure business on this plan; the plan is underwritten by one of your number in that he will do the work; if you want to get in we have called you together to offer you the privilege—if you don't there are no hard feelings.'

"As a result of this attitude we have at the present time 200 contractors who are accepting such work as we may turn



Write us and we will tell you all about this wonderful electric carpet sweeper and vacuum cleaner combined—tell you how you can build up a good business on it—and give you a proposition for getting started that will open your eyes.

20 Dealers have each done a \$20,000 Hoover business

Twenty others have done over \$10,000 worth of Hoover business, some of them just missing the \$20,000 mark. Thirty have done between \$5,000 and \$10,000 worth of business, and scores have sold between \$2,000 and \$5,000 worth of machines.

THE HOOVER SUCTION SWEEPER

is making selling records for dealers that no other machine can come anywhere near to matching.

Everywhere where there is Electric current, there is a field and a big one for the Hoover. Why literally scores of dealers have sold between \$2,000 and \$5,000 worth of Hoovers, and the towns in which they do business go down to those so small that they are scarcely on the map.

Why is the Hoover surpassing all other electric cleaners in sales? Because it DOES THE

WORK THAT OTHERS CLAIM TO DO. In one of the most exacting tests ever made by a big electric company—the Hoover was found 98.5% efficient. No other machine was found that even approached 100% efficiency.

And the most interesting part of it is—THE ELECTRIC CENTRAL STATIONS ARE SHOWING THE BIGGEST INCREASE OF ALL CLASSES OF HOOVER DEALERS.

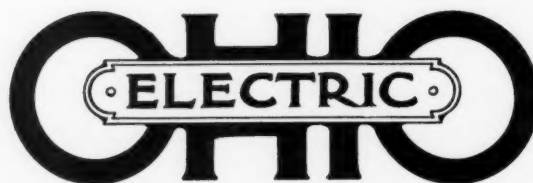
Are you getting your share? That's the question.

THE HOOVER SUCTION SWEEPER CO.
906E East Maple Ave. NEW BERLIN, O.

Here

Is Why

*You Should
Handle the*



COMBINED SUCTION CLEANER and CARPET SWEEPER



Double lined dust bag—
Dust cannot possibly
penetrate the fab-
ric. Easily
emptied.

Pull
switch con-
nected to handle
so that the motor
may be started and
stopped without bending.
(Fully approved by
the National Board
of Fire Under-
writers.)

Has
Greater suction
and pulls a larger
volume of air than
any other cleaner
of this type.

Patent
Valve which
absolutely prevents
dust from dropping
back into fan
chamber.

Belt-
driven revolving
brush dislodges coarse
dirt, threads, lint,
etc.

Light
weight, perfect
balance, trouble
free motor.

IT IS

Light in weight.
Absolutely will pick up hair, thread and lint.
Has a revolving brush that actually brushes.
Has control switch connected to handle.
Has a double lined dust bag.

Has full set of attachments.
Is guaranteed.
Every sale reported to us is looked after from
this office.
We help you to work up the Trade and close
the sale.
It offers you a large margin of profit.

***Is there anything else you could
Reasonably Ask For?***

THEN WRITE IMMEDIATELY FOR OUR LIBERAL DEALERS' PROPOSITION.
WE ALLOW OUR MACHINES TO DO THE TALKING.

THE WISE-HARROLD ELECTRIC CO.

The Sweeper People

NEW PHILADELPHIA, OHIO

over, and we have many contractors who are daily calling us wanting to know if we have not some contracts in hand which they can execute."

A FEATURE of co-operation with the contractor which has not been as widely adopted as perhaps it should be the practice of compensating the contractors for their soliciting work as an offset to their quoting bedstock prices.

It seems reasonable that contractors will do a great deal more work to get business under a campaign plan if they are paid for their soliciting. As the proposition generally works out, each contractor gets his *pro rata* of wiring to do whether he solicits or not. Naturally, any time or money spent on solicitation is utter waste, since he gets neither more work nor additional profit therefrom. If, then, it can be arranged so that each contractor gets fair treatment in the allotting of the business and that those who aid in the soliciting get a reasonable commission besides, we have arrived at the fairest possible basis for operation.

This policy is in force in Boston with excellent results. The details of their method, as published some time ago in *Electrical Merchandise*, are as follows:

"An important feature of our house wiring campaign has been the co-operation which we have gotten through the wiring contractors, by means of a compensation plan adopted wherein we have paid the contractor \$2 per customer secured plus 25c. for each outlet for which the customer contracts and installs.

"Under this plan we have secured from the contractors 248 contracts out of the first 918 signed, for which we have paid in compensation \$1,265.25 or an average compensation of about \$5.10 per house secured and wired by the contractor. This compensation has been divided among exactly 50 wiring contractors. We have thus made 50 agents for the company and feel that the moral effect of inducing the wiring contractor to secure real business on this plan is worth all we pay as compensation."

Charity Sales of Appliances

The Associated Charities of Colorado Springs were given an opportunity to show their skill as appliance salesmen. In line with a policy adopted a year ago, the Charities were given charge of the Colorado Springs Light, Heat & Power Company's salesroom for a day and were paid a liberal commission on all appliances sold. The company helped the sale along by generous use of advertising space in the newspapers. The electric sales for the day amounted to almost exactly \$600, besides the sale of over 100 tons of coke. Almost \$200 was paid over to the Associated Charities as commissions for this day's work.

The Rental Proposition

IN an endeavor to connect to service the large number of cottages occupied by mill hands in its territory, the Worcester Suburban Electric Company offered a rental proposition that cost tenants only five cents a month.

The installation so offered consisted of two drop lights in two adjoining rooms, both equipped with glassware and Mazda lamps. A condition was that at least six houses had to be wired in a given locality before the work would be undertaken. If the customer wished to own the equipment, it would be sold at \$7.00, but in such case no rental paid was allowed to apply upon the purchase price.

This extraordinary proposition led to the wiring of a considerable number of cottages, but after the first novelty had worn off it was found that the proposition was too cheap. Definite opposition developed because of the open wiring and it was made clear that even mill

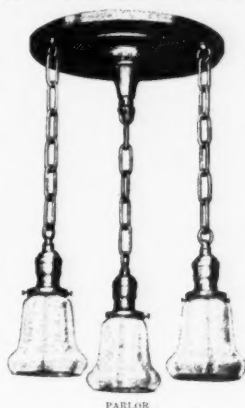
hands prefer to have better equipment at a higher price.

As a result of this condition, a new proposition was evolved, consisting of a three-light shower fixture in the parlor, a two-light unit in the dining room and a single light fixture in the kitchen, all equipped with lamps and glass, with a bonus of either a flat iron or toaster stove with each contract. The new equipment is charged for at 25 cents a month rental, or \$20.00 for purchase. As in the previous offer, no rentals paid are allowed to apply against the purchase price.

The company's minimum is one dollar, and the gift flat iron is offered so that the small users will consume the minimum quantity of current and also have the benefit of more complete service.

The mill owners, who also own many of the tenements, are co-operating with the company in its endeavor to bring its service to the mill hands.

WOULD YOU PAY 25 CENTS A MONTH TO HAVE ELECTRIC LIGHTS IN YOUR HOME?



PARLOR

This is all that it will cost you, in addition to your monthly current bills, for an installation of:

Parlor - - 3 Lights
Dining Room 2 Lights
Kitchen - 1 Light



KITCHEN

These fixtures will be equipped with shades and Mazda lamps. All wiring to be concealed.

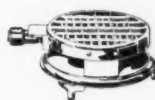
This installation will be completed in one day, and without any inconvenience to you.

THE ATTACHED COUPON CONSTITUTES YOUR ORDER FOR THIS WORK

FILL IT OUT TODAY

CONDITIONS

1. Houses on our already constructed lines only will be accepted.
2. All wiring remains the property of the Worcester Suburban Electric Co., and the tenant agrees to keep said property in as good condition as when installed, reasonable wear and tear excepted.



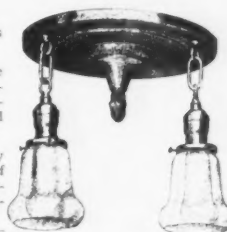
IN ADDITION

We are giving all who take advantage of this offer either a six-pound electric flat-iron or a toaster stove

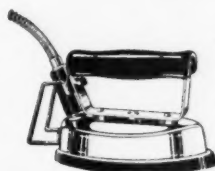
3. Owner or tenant of house may at any time own this installation by the payment of Twenty Dollars (\$20) to the Worcester Suburban Electric Co. No rentals paid are to be applied against this purchase price.

AN EXCELLENT OPPORTUNITY

Especially for those who live in rented houses. This installation requires no outlay of money, simply the monthly rental of 25c in addition to the bill for current



DINING ROOM



To assure prompt service, orders for wiring should be sent to the Company immediately. We will be pleased to have our representative call to assist you in any way, give prices of additional wiring, etc.

WORCESTER SUBURBAN ELECTRIC CO.

UXBRIDGE, MASS.

A. C. COBB, New Business Manager

Telephone 60

How the Rental Proposition is Presented. A Very Strong Argument is the Statement That the Job Will Be Finished in a Single Day

Current Limiter Campaign

Controlled Flat Rate Proposition Has Wired Many Homes

[It is undoubtedly unfortunate that only one manufacturer at this time offers a current limiting device. If there were several manufacturers in competition, a description of the methods used to get old houses wired by means of the controlled flat rate proposition would appear as unbiased as any other selling plan. But because the only device available is the Excess Indicator, the following account may appear in the eyes of our readers as a plain "trade item." This is not the fact. We publish the following description of houses entirely without prejudice.—EDITOR.]

THE appeal of the controlled flat rate is based upon the public's distrust of the meter. No amount of argument, no amount of evidence, will wholly convince a certain large class that electric meters are dependable. The people to whom the flat rate appeals are of the sort who believe that public utility companies are inherently dishonest. They believe that the meter is a device for cheating. Yet as soon as these people are offered a flat rate, their opposition disappears. There is, of course, another class of people who really cannot afford to spend more than a definite small sum per month for electric service, and who will not become consumers because they are afraid they will be induced to spend more than they can afford. But at bottom the two classes are a unit in their distrust of meters and their susceptibility to the flat rate argument.

Two factors enter into the success of flat rate campaigns: the first is the advantage of the rate as a sales argument; the other is the fact that the Excess Indicator manufacturer puts a force of trained specialists into the territory.

The manufacturer's crew is assigned to territory not covered by the lighting company's regular salesmen. These outside men are bellringers. They go to every residence of whatever class which is not using service and put up their proposition either on the meter or the Excess Indicator basis.

Before they start, arrangements are made with local wiring contractors whereby these men may quote a unit price for wiring. Sometimes the lighting company carries the accounts, sometimes the contractors. As a rule, about 10 per cent is added to the contractors' prices when the company carries them, this to offset the cost of collection.

A typical schedule of wiring prices is the following which was employed in Carthage, N. Y.:

4 outlets	\$12.10
5 outlets	14.35
6 outlets	16.60
7 outlets	17.85
8 outlets	19.95

9 outlets	\$22.05
10 outlets	24.15
Flush switch without box.....	\$0.75
Flush switch with box.....	1.00
Snap switch.....	.40

The proposition is liberally advertised in the newspapers at the beginning of the campaign, a typical example of the method of appeal being the subjoined advertisement. The whole ad hinges around the guarantee that the bill will not exceed a stipulated amount monthly.

A characteristic campaign was that undertaken in Elmira, N. Y. beginning February and continuing to the middle of October, 1915. In this campaign all the leads received from the advertising or otherwise were first given to the company's regular solicitors and the outside specialists sent in later to clean up what was left. The lighting company men were obviously most interested in getting meter contracts, but it is the testimony of the company executives that the Indicator salesmen worked as faithfully for meter business as for flat rate business. Here are the results:

tion, finally decided to take service on the regular rates. This proportion throughout the country is about one-half, as the following list shows:

City	Ind.	Meter
Elmira, N. Y.....	392	358
Kingston, Pa.....	226	326
Kingston, N. Y.....	25	26
Westchester, Pa.....	57	53
Phoenixville, Pa.....	30	25

In this connection, H. N. McConnell, who has commercial supervision of Elmira, says:

"You might think the Excess Indicator salesmen would apply their energies toward securing Excess Indicator contracts instead of meter contracts, but I think they work just as hard in securing meter contracts as they will the Indicator contracts and they will not try to discourage the use of the meter merely to sell their Indicator. For instance, we secured 100 new customers for the month of November, 1915. Sixty of these were meter contracts and 40 were Indicator contracts."

The record of the controlled flat rate abroad is well known to all who have followed the subject of house wiring during the past several years. In this country, the proposition has met with more opposition than it deserved, yet its ratio of successes is very high.

YOUR OPPORTUNITY Electricity For Everybody

Until recently electric light was thought to be within the means of the so-called "rich man," but with the newer light sources and the adoption of the flat rate your Electric Light Company is making it possible for every resident to use electric light at a fixed price per month. There will be put into effect for the use of residents

A CONTROLLED FLAT RATE

A rate where you may contract for a number of lamps to be used any number of hours, and we will guarantee your bill will not exceed a stipulated amount for any one month, thereby affording you the privilege of using electric light which in the past you may have looked upon as a luxury.

Prices for Residence Lighting
Four 25 Watt Lamps, Per Month, \$1.00
Five 25 Watt Lamps, Per Month, \$1.25
Six 25 Watt Lamps, Per Month, \$1.50
Seven 25 Watt Lamps, Per Month, \$1.75
Eight 25 Watt Lamps, Per Month, \$2.00

In connection with the new and inexpensive rate we have arranged for wiring at special prices which can be paid in monthly payments. Under which plan you may have your house wired at a price lower than regular prices charged in the community and there is no question but that you will save a considerable sum of money by taking advantage of the special price which includes all wiring, connecting and furnishing of fixtures and which would beautify any home.

Considering the many advantages of electricity for residence lighting as compared to the labor, unsafety and expense of other forms of illumination now in use, do you honestly feel that you can pass up this opportunity and still continue with an inferior lighting system?

A lighted oil lamp is the greatest menace to your home, and as this Controlled Flat Rate is so cheap you should discontinue the use of the Oil Lamp.

You may call, write or phone us and we will gladly have one of our representatives explain our proposition to you.

The Schuylkill Gas and Electric Company

MAHANOEY CITY

SHENANDOAH

Month	Men	Ind.	Meter	Total
Feb.	3	49	16	65
March	3	52	17	69
April	4	47	53	100
May	4	59	41	100
June	4	54	38	92
July	4	57	39	96
August	4	29	72	101
Sept.	4	32	58	90
1/2 Oct.	3	13	25	38

Nine out of ten of these contracts included wiring. It was made evident that the flat rate pulled in a large number who otherwise could not be connected to service.

It is interesting to note, however, what a really large proportion, after becoming interested in the flat rate proposi-

Send For Our Investment Booklets

These pamphlets issued by our Bond Department tell you exactly what you want to know about the small denomination securities of the utility companies under our management. They are reinforced by the most complete annual reports of their kind issued.

Conservative Investments
Yielding from 5.40 % to 7 %

H. M. Byllesby & Company

Incorporated

Chicago
210 South LaSalle St.

New York
Trinity Building

ELECTRICAL MERCHANDISE AND SELLING ELECTRICITY

Volume XV FEBRUARY, 1916 Number 2

PUBLISHED MONTHLY BY THE RAE COMPANY

FRANK B. RAE, JR., President and Treasurer
17 Madison Avenue, New York City
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Act of March 3, 1879

WHO STARTED IT?

There is an argument in progress as to who is responsible for giving impetus to the electrical flag movement. We seem to recall a case where, in a much more serious test of patriotism and courage, the final decision was that "There is glory enough for all." That thought applies here.

ENTHUSIASM THE MOTIVE POWER

Whether or not the proposed Wire-Your-Home of the Society for Electrical Development results in 100,000 homes being added to the circuits of the country's central stations, depends upon one thing only—enthusiasm.

It has been proven time and again that even a weak selling proposition backed by keen, aggressive and optimistic soliciting effort, will result in unexpected success. Just now, the American public, in the first flush of prosperity following a long season of doubt and depression, is ready to accept any really convincing argument in favor of better living conditions, greater convenience, more generous comfort. To take advantage of the situation seems to be the most obvious and simple commercial common sense.

But to make the Month a really big step in the electrical development of the country requires complete optimism and whole-souled enthusiasm. Let the in-

dustry get together without selfishness and carry through this large plan with the conviction of predestined success, and we will, at one stroke, bring the benefits of electric service to almost half a million people who are now prevented from enjoying it only because their homes are unwired.

OVERDOING CHEAPNESS

That cheapness in itself is a mighty poor sales argument is indicated by reports from Uxbridge, Mass., where the lighting company offered a wiring proposition costing the user only five cents a month rental.

This proposition, while not a failure, was far from being an unqualified success. The reason was that the equipment and method of installation were too cheap, even for the poor mill hands to whom the offer was made. As a result, the same company is now making a proposition based upon concealed wiring, substantial fixtures, Mazda lamps and a standard make of flat iron, all of which is offered at a monthly rental of 25 cents. The first equipment cost approximately \$7.00 to install: the new equipment costs \$20.

There is a practical lesson here for the man who is obsessed with the cheap idea. Underpricing is almost as great a mistake as overpricing. The reasonable mean is the ideal.

LEAVING IT TO THE CONTRACTORS

In a certain city where the lighting company has taken an active part in securing old house wiring business, there were connected to service 1441 new customers in 1915. In another city of almost the same size and with apparently greater possibilities for development, the number of customers connected was just under 500. In the latter city the management states, "We do not mix up in the house wiring proposition at all. We leave all that to the contractors."

Undoubtedly the contractors are able to get "all the business there is" without help, but when it comes to *creating* business they are sadly lacking. And can anyone say that the contractors in a city that connects less than 500 customers per year are as well off as those in a city of equal size that connects almost 1500 a year?

GRAFTERS PURSUING GRAFT?

A situation of intense humor is uncovered in this state as result of the recent inquiry into the conduct of the public utility commissioners.

A righteous committee was appointed to investigate, and so well did it do its work that the public officers appointed to protect the people from rapacious corporations were found to be suspiciously close to sources of profit not countenanced by the ethics made and provided for their guidance. No sooner was this service concluded, than it is discovered that the investigating committee itself ran up sundry inexplicable expenses that savor highly of the illegitimate, including theatre tickets, rooms that were not occupied by investigators, food that was not consumed by them, etc. Incensed that the morals of the committee should be questioned as a result of these expense accounts (commonly termed "swindle sheets" by the cognoscenti) it has been proposed to investigate certain expenses incurred by the Governor himself.

In the meantime the public utility corporations continue to grind out juice and carry passengers and make gas quite as ably as before.

PRECEPT AND PRACTICE

Great effort has been made by leaders in the central station industry to provide schooling for their men, a result of which effort is seen in the courses now offered by the National Electric Light Association.

It should be made plain to the men who take these courses, however, that their only value lies in the application of the knowledge acquired. It is of mighty small advantage to stand A1 in a course of studies and Z99 in the practical business of life.

Some years ago, there was advertised and sold widely a course of lessons on salesmanship. Large concerns helped their men to purchase this course of instruction. But it is a peculiar fact that many of the men who shone most brilliantly as students, were complete and dismal flivvers as salesmen.

We would not discourage any man from study: knowledge is an essential of success and of happiness. But knowledge, *per se*, is not what men are in the world to acquire. Knowledge is nix unless it is utilized.

OUR FLAG—

A New Electric Effect

A POPULAR SUBJECT
TREATED IN A TAKING
WAY



Never Was There

the demand for American products than there is at the present time. As a result there is permeating the country right now a spirit of pride in things American.

¶ This spirit is being evidenced more and more each day. Different means are being taken to express it. What more appropriate than the sign above illustrated. It places Old Glory ablaze in her wonderful color effects at night. Churches, Clubs, Mills, Factories and Office Buildings all over the country are installing them. Present indications are that there will be hundreds put in every city in the country. **BE PREPARED.** Get in your order now.

FEDERAL SIGN SYSTEM (ELECTRIC)

NEW YORK
1790 Broadway

CHICAGO
Lake and Desplains Sts.

SAN FRANCISCO
618 Mission St.

BRANCHES IN ALL LARGE CITIES;

ELECTRICAL ADVERTISING

Signs Display Lighting Window Lighting

Keep the Flag Waving

Electrified Stars and Stripes Receiving Much Publicity as Patriotic Movement Gathers Impetus

THE movement for erecting in factories and elsewhere electrical symbols of the American flag is daily gaining momentum. The newspapers of the country are already filled with items on the subject. A number of daily papers have written to *Electrical Merchandise* for more detailed information since the publication last month of our exclusive article on this subject.

The proof of any proposition is the judgment of the man who buys. Since the publication last month of the article describing the electrified flag, letters have been solicited from merchants, factory owners and proprietors of amusement enterprises where these patriotic symbols have been installed, and their replies are the last argument in favor of the movement. The following extracts are characteristic:

Gentlemen:

It may be of interest to you to know how we are using the electrical flag which we purchased for installation in our factory.

As we have a number of employees whom we are endeavoring to Americanize in every respect, we have placed the flag immediately over the main entrance to the factory, so that they will necessarily see it every time they come to work; also when they leave.

We believe that if this was carried out in every part of the country, that it would do a great deal towards placing real patriotism in the hearts of those who, perhaps, at the present time are not fully cognizant of what the American Flag means.

Yours very truly,
Champion Spark Plug Company,
By H. L. COREY

* * * *

Gentlemen:

The electrical representation of the American Flag seems to appeal more to patrons each succeeding day. Their comments are entirely favorable. Perhaps it is giving voice to their appreciation of the country in which they live of which the Stars and Stripes are emblematic, particularly at this time when the nations of Europe are at war. This Electric Flag has fulfilled its purpose and more.

Personally, I may be prejudiced in its favor, for the most beautiful picture

I have ever seen was Old Glory, which flashed into view over the bow of a liner on which I was a passenger, as she neared Sandy Hook. I had been absent from America for several years traveling in other parts of the world. The beauty and the significance of our Flag has appealed to me strongly ever since.

In this Electrical Flag movement you are deserving of the fullest success, and I most sincerely wish you such.

Yours very truly,
THEO. WIEGELE.



The Most Famous Electric Flag so Far Erected. Hundreds of Newspaper Items Have Been Printed About This Flag on Toledo's Court House

Gentlemen:

We recently installed one of the Electrical Flags in our office, and we consider it a mighty fine and clever thing for any office or establishment.

Just at this time, when all of Europe is at war, we think that too much patriotism cannot be instilled in the minds of our American citizens.

Yours truly,
The Beryl L. Boyer Undertaking Co.,
By BERYL L. BOYER,
General Manager.

* * * *

Gentlemen:

After some consideration we decided to place in our plant one of the electric American Flags in a position where it was well observed by all of our employees, and so far have been very gratified with the interest which it has created among the men, many of whom are of different nationality, and we feel that they are

gradually beginning to realize the importance of being an American citizen.

Yours truly,
The American Wooden Ware Mfg. Co.,
JAMES H. TAYLOR, JR.
Secretary.

* * * *

Gentlemen:

The American Flag worked out electrically and placed on the front of our place of business is certainly a work of art.

We believe that in the troublesome times the world is experiencing, anything that will inculcate patriotism for our country, however displayed, will result in good, and the American Flag should unite all.

Respectfully yours,
The Fowler Electrical Supply Co.,
Per HARRY R. FOWLER,
President.

* * * *

Gentlemen:

We are very glad to have the National Illuminated Flag on our premises.

Since its installation we are convinced that it should be a part of the business of every establishment that is in a position to locate one on its premises, not only for its beauty, but also for the sentiment expressed in it.

Yours very truly,
The W. G. Nagel Electric Co.,
By W. G. NAGEL,
President & General Manager

* * * *

Gentlemen:

We wish to express our satisfaction with the Electric Flag installed in our lobby. It has attracted much attention and caused much favorable comment as it inspires a feeling of patriotism in the heart of every loyal American.

Yours very truly,
Hotel Secor,
By J. W. TAYLOR,
Assistant Manager.

* * * *

Gentlemen:

We are very glad indeed that we placed one of the Electric Flags at the end of our shop. It shows up beautifully the entire distance of 400 feet, and suggests, in these turbulent times in other lands, how very much this flag means to good Americans, where all



Keep Old Glory Flying Night and Day

Electric Flags are waving in dozens of Cities. Let them wave in your town.

The Patriotic Movement of keeping the Stars and Stripes aloft in electric symbol by night is spreading throughout the country.

The Century American Flag Emblem is made in four standard sizes: 4, 6, 8 and 10 feet in height, either single or double face; wired for or without flasher. The standard size (shown above) measures 4 x 5 feet and requires 94 lamps per side. These signs are constructed of the highest grade materials on the market, and finished with the best enameled paints, thereby insuring a lasting and non-fading finish. Each sign is equipped with a standard hanging rig and bears the Underwriters' label.

Our special machinery enables us to turn these Flags out at the lowest possible figure.

One of The Finest Electric Sign Plants In The World

The new factory of the Century Manufacturing Company, which will be occupied about February 15th, is located at Elizabethtown, Pa., on the main line of the Pennsylvania Railroad, a few miles east from Harrisburg, capitol of the Keystone State. From its roof will flash a large spectacular Electric Display.

Under this sign will be a factory equipped with all modern and up-to-date machinery, which will be in charge of expert electric sign engineers, designers, and other skilled mechanics and sign craftsmen.

The motto of this great plant is "HIGH QUALITY — LOW PRICES — GENEROUS SERVICE — PROMPT DELIVERIES, and EVERY CUSTOMER A CENTURY BOOSTER." We promise to live up to this motto invariably.

We solicit your business, and ask that you give us a trial order to prove that we can fulfill our promises.



MANUFACTURING COMPANY

Write for Details and Prices to

The Century Manufacturing Company

Designers and Manufacturers of Electric Signs of Every Description

Elizabethtown, Pennsylvania

have an equal chance no matter where their ancestors came from.

Yours very truly,
The Mather Spring Company,
By GORDON M. MATHER.

In only one of the letters received was it even suggested that the electric flags have an advertising advantage. In every other case the buyer is swayed

The largest flag sign in the world will be erected upon the new plant of the Frantz Premier Company in Cleveland. Sketches and estimates have already been made on this flag, and an artist was commissioned to paint a night-time picture showing how it will appear when actually installed. E. L. Frantz, president of the company, is against using any lettering or advertising matter in connection with this sign. "I will be

good money and a great deal of good luck to bring these names to the point where alone they convey a complete message to the man hurrying by on the street. The average merchant cannot claim such distinction; he may deserve it, and locally he may have it, but—

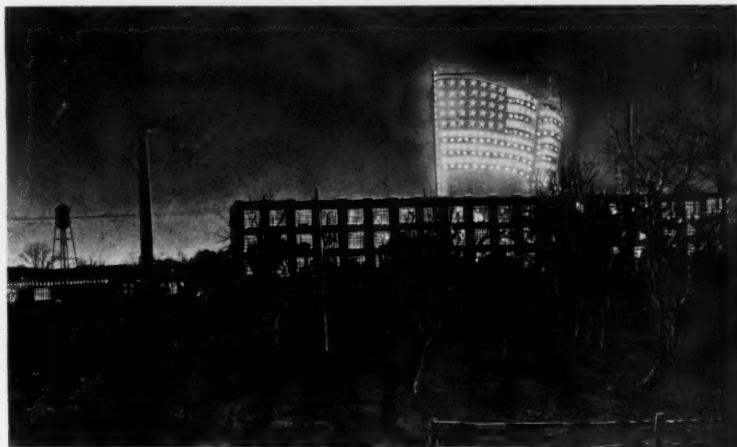
Therefore we may say that in figuring upon an electric sign, the practical man should consider effects carefully and realize that any display which does not convey a complete and understandable message has a low efficiency value. A sign reading "J. F. Morse & Co." means nothing to you or to me; a sign reading "Morse, the Coal Man," suggests that this chap Morse is the leading purveyor of black diamonds for the community.

Now take this thought a step further. Suppose we build a sign reading, "Buy Morse's Slow Burning Coal": here we have not only a sign, but an advertisement. Anyone who has stoked the household furnace with coal that burns like kindling, appreciates the advantages of good hard anthracite. And that little word, "buy," has a way of jogging us into action.

Let us go another step. The electric sign has the advantage over every other form of advertisement in that it can simulate motion. If you question the value of motion, consider the popularity of the "movies," remembering that the people who flock to the picture plays are the same people who buy your goods. If we take this same sign, "Buy Morse's Slow Burning Coal" and arrange it with a simple design showing a fire that appears to burn slowly and evenly, we not only provide an eye-catching, attention-compelling feature to our electric advertisement, but we carry out the main thought in picture, thus giving it double force and effectiveness.

Finally, let us presume that the coal business in Morse's town is keenly competitive, and that he desires not alone to electrically advertise his name and goods to the best advantage, but wishes to mark his place of business so vividly upon the public mind that it will be next to impossible for anyone to order coal without remembering not only that Morse's coal is slow-burning, but also remembering the convenient—or inconvenient—location of his office. Here is where the spectacular display comes in. At comparatively small cost, both for installation and operation, he can make his location a beacon in the night—an addition to the local "points of interest" which will not only be known to every resident but will be the first after-dark spectacle shown to the visiting stranger.

These several steps, from the simple doorway type sign to the elaborate and spectacular display, are developments of a single idea—electric advertising. And electric advertising, like other advertising, is a matter not of prejudice or argument, but of cold calculation. The essential requirement in all advertising is to present the goods for sale and build up the name of the seller.



How the Frantz Premier Factory Will Look When the Largest Electric Flag in the World is Erected Upon Its Roof

wholly by patriotic impulse, and the low cost of the emblems makes every practical aspect of the proposition seem unworthy of consideration. George Williams, to whom is due credit for suggesting the campaign, recently said in the *Doherty News*:

"The business man will cheat himself if he uses the sign with the sole intention of advertising. The electrical representation of the American flag is fostered by those who wish to make themselves and their fellow countrymen more loyal to what the flag is intended to stand for—an emblem of freedom!"

accused of trying to 'cash in' on my patriotism," he said recently, "but that is not my intention. I want the big flag up there as an evidence of our feeling toward the Stars and Stripes, and for the benefit of our people and of those who pass within sight of our plant. I consider it a privilege to erect this flag sign."

So far, we have records of 18 cities taking up the electrified flag movement. Naturally, there has not been time for much progress, but the indications are that thousands of the flags will be erected within the next six months.

What Kind of a Sign?—And Why?

A Little Common Sense Analysis of the Fundamentals of Sign Design

A SIGN should be as distinctive as a signature, but like a signature, it should be clean-cut, legible and expressive of the character and personality of the man it represents.

Let's stop for a moment and ask? "Why is an electric sign?"

Electric signs—or rather, electric advertisements—divide into three classes: first, the doorway sign, erected simply to inform the after-dark passerby that here is a shop run by John Smith; second, the direct advertisement, in which the reader is urged, actually or suggestively, to buy certain goods at a certain store; and third, the spectacular display designed to make a landmark of the merchant's location.

A merchant whose name is so well established in the public mind that one instinctively associates it with his business, is perhaps justified in erecting a sign bearing only his name. If you saw a sign reading "John Wanamaker" you would not stop to ask whether John is an undertaker, for you already know that he is the dean of department store merchants. If you saw a sign in New York reading "Waldorf Astoria" you would know that it marked the best known hotel in America. Similarly, "Keith's" means a high class vaudeville theatre; "Huyler" means a candy shop; and "Rector's" marks a famous restaurant. But it has taken years of time, exceptional public service, much

Newspapers Endorse Electric Flags

The announcement in *Electrical Merchandise* last month of a campaign to place electric symbols of American flags upon public buildings and industrial plants as a patriotic stimulus to workmen, has resulted in a great amount of newspaper comment during the past several weeks. Items and articles recommending the proposal have been printed in the following influential papers:

New York *Sun*
 Omaha *Nebraskan*
 Minneapolis *Evening Tribune*
 Cincinnati *Star*
 Roanoke *Times*
 Peoria *Transcript*
 Fort Wayne *News*
 Hutchinson *News*
 Massillon *Independent*
 Fort Smith *Record*
 Chicago *Blade*
 Utica *Press*
 Reading *Eagle*
 Newark *Advocate*
 Schenectady *Star*
 Youngstown *Telegram*
 Waco *News*
 Erie *Despatch*
 Kalamazoo *Press*
 Danbury *News*
 Rochester *Union Advertiser*
 Denver *News*
 Dunkirk *Observer*
 Hot Springs *New Era*
 Philadelphia *Star*
 Cleveland *Leader*
 Washington *Star*
 Akron *Journal*
 Elmira *Star-Gazette*
 Elmira *Herald*
 Muncie *Press*
 Nyack *Journal*
 Atlantic City *Review*
 Indianapolis *Times*
 Cedar Rapids *Republican*

N. E. L. A. Gathering Sign Data

At a meeting on February 1st, of the committee which has charge of electric advertising for the Commercial Section, N. E. L. A., it was decided to gather comprehensive data and opinion on various classes of electric advertising, with the idea of establishing more generally a standard practice in this department of central station work. With this aim, the committee has issued the following questions:

Roof Signs

How do you secure this business?—Direct or through agencies—local newspaper agencies or local or national outdoor agencies? How do you handle roof rentals? What effort is made to secure Factory Signs? What regulations covering roof signs? What wattage lamps recommended? Do you use such advertising for your own Company purposes? Approximately how much do you secure in K. W's. per year and at what rate?

Wall Signs

Do you actively solicit this kind of business? What is your method of illumination? What reflectors used, if any? Do you use any of this advertising for your own purposes? Approximately how much do you secure in K. W's. per year and at what rate.

Bill Boards

How do you secure this business—direct or through agencies—Local Newspaper agencies or local or national outdoor agencies? How do you handle bill board rentals? What effort is made to secure factory signs? What regulations covering bill boards? What wattage lamp recommended? Do you use such advertising for your own purposes?

Approximately how much do you secure in K. W's. per year and at what rate?

Bulletin Boards

Do you solicit Theatres, local advertisers and Moving Picture houses for this form of lighting? If not, why not? Do you use any of this advertising for your own purposes? How much do you secure in K. W's. per year and at what rate?

Outlines

Do you actively solicit this kind of business? What wattage lamp do you recommend and in what proportion? Do you recommend steady burning or animated outline lighting? Do you use any of this advertising for Company purposes?

The Proof of the Pudding

A VERY considerable proportion of our business is *re-order* business. This company has built several hundred American Flag signs during the past few years, and is actively participating in the present national Electric Flag campaign. Of the large number of new American Emblems which we are building, a good percentage represent re-orders.

Good salesmanship and the invariable Greenwood.

Individuality

of design may secure the first orders, but nothing can account for the re-orders but Quality and Service.

Let us demonstrate what Greenwood Individuality, Quality, and Service will mean to you.

Greenwood Advertising Co.

Knoxville, Tenn.

Los Angeles, Calif.

to result of the call is noted thereon. If there is absolutely no prospect of retaining the meter in use, the meter is ordered removed and the slip is filed and closed out. If there is a prospect, a follow up date is noted on the slip and it is placed in the follow up file for that date. In this way, the meter is either removed from the premises for use at another location to better advantage or followed up closely until reconnected. The time limit for leaving unused meters on any premises is left to the discretion of the special agent and is based on his knowledge of the renting and selling possibilities of the neighborhood or building. When the re-usage of service appears very remote, the agent orders overhead services removed and underground services capped.

The result of this special agent's work for the year 1915 may be interesting to note:

About 450 contracts were signed with new customers where the services and meters had been unused.

About 500 meters of previous customers, that had been out of use for some time for various reasons, were reconnected.

4,200 meters were ordered removed for different causes—vacancies, objections to minimum guarantee, destruction of buildings, alterations to buildings, fires, or wherever there was remoteness of the possibility of re-usage. Most of these meters became available at once and consequently put to good use at other locations.

Five houses were wired where services were lying idle and the old wiring had been torn out.

Many leads for appliances were turned over to the appliance bureau.

Many lamps were renewed where old ones had burnt out—the customers had neglected to get new ones, with the result that a portion of the equipment was not used, although it would have been had the lamps been in working order.

These are merely the results of the special agent's activities. When similar work of the salesmen is taken into consideration it will be seen that it is indeed worth while.

An interesting incident may here be related. The special agent, while inspecting some unused meters and old arcs on one of the piers used by the Russian Government, learned that they intended putting in a gas arc equipment as the old electric equipment looked and was pretty shabby. He immediately got in touch with the Government Agent in New York and made an appointment to see him. It was found that light was wanted quickly—plenty of it. With a little persuasion and a suggestion regarding the large amount of inflammable material on the pier, the Government Agent agreed to wire for electric light providing service could be given them within two days. A reliable contractor was called up immediately, the

work started next day and the Russian Government got the service when they wanted it. In this case the company got an equipment of eighteen 300-watt lamps and ten 100-watt lamps that will burn nearly twenty-four hours a day—with prospects of another pier being leased later. If the special agent had not been on the job a large gas installation might have been installed.

The plan of having tags with detachable post cards attached to unused meters or lighting fixtures, so that they may be readily seen by new tenants and mailed in, works out very satisfactorily in placing meters in service promptly. In fact, the distribution of self-addressed

vantageous as a prospective customer's reference in the offices of the company and for use of the salesmen. They could be kept up to date by reports of the salesmen as to vacancies in their respective districts. Publication by the company of such lists in the daily papers, from time to time, might be very productive. Perhaps moving van companies could be induced to increase their range of service to their patrons by advertising their willingness to furnish lists of suitable vacant properties equipped with electric service and thus incidentally increase their own business.

The credit policy of a central station has a very strong bearing on the results obtained from any methods used to secure the re-use of services. Where no expense is involved for the connection of a customer there enters into the matter of extending credit a field for individual discretion on the part of the credit man. It is obvious that the matter of expense is an important factor in determining the amount of credit to be allowed. Where a service is in a building and unused, there is an investment lying idle. To unreservedly withhold credit from a prospective user of that service where the company has had no previous dealings with him nor has any facts to show he is unworthy of credit is a retrogressive way of doing business. And where in addition to the service, meters are also installed and unused, there is still further reason for not withholding credit. In a metropolitan city, such as Brooklyn is, the matter of credit becomes a difficult problem to solve. Business may be lost if the credit policy is made too stringent where no expense is involved in the supply of current. The individuality, customs and habits of the various classes must be studied. When not to ask a deposit is a very important study.

Central stations in general devote much time and thought to the obtaining of new business. This is essential and profitable. But let us not lose sight of other factors that are equally important. These factors are:

The continuity of usage of all services and meters.

Increase in the consumption of current on each service and meter.

If the first of these can be realized, the second becomes easier, and new business more productive.

Another Prosperity Week Planned

Fifty thousand dollars has been appropriated by the board of directors of the Society for Electrical Development to defray the expenses of another electrical prosperity week in 1916.

The officers, executive committee, manager and secretary-treasurer now serving were all reappointed for the coming year.

It Makes A Difference In Your Happiness

Directory of Apartments

THE COLUMN THAT COUNTS

CONSULT "the column that counts" when you look over the Directory of Apartments in this section of the Eagle.

It answers—"Yes" or "No"—to a most important question.

Move to a "Yes" apartment and you move to a castle of comfort. From the same lamp socket that furnishes you with cool, brilliant electric light, you obtain power to operate the convenient time-and labor-saving electric iron, washer, vacuum cleaner and cooking devices.

It makes a difference in your happiness whether or not your home is wired for electric light.

THINK THIS OVER!

Edison Electric Illuminating Company
Brooklyn

Typical Advertisement Designed to Induce Renters to Occupy Only Wired Premises

post cards has always been a means of giving people a convenient method of communicating with the company.

Brooklyn newspapers have been accustomed to publish from time to time lists of apartments to let. These lists indicate the apartments that are wired for electric lights, something that benefits the company not only in having its unused meters revived, but by compelling owners of unwired apartment houses to wire in order to rent their properties. Simultaneously with the publication of these lists the company has placed an advertisement in the papers directing the attention of the public to the advisability of moving to already wired premises. Good results have been secured by distributing to real estate dealers "To Let" signs reading "Wired for Electric Light" for use on their vacant properties.

It has been suggested that lists of vacant residences, in which service is already installed, be prepared and distributed among real estate dealers. Such a plan has been placed in partial operation. These lists would be equally ad-

MERCHANDISING METHODS

Sales Campaigns

Window Displays

Advertising

Service in Merchandising

By W. S. MENDENHALL

THE first thing necessary to give good service in merchandising is to carry a sufficient and well selected stock of reliable appliances so that it will be possible to offer the prospective customer the right article to perform the particular work which she wishes to do. The mutual benefit from this service comes quickly, for the merchant who has the goods when the customer is in the mood to buy is the one who makes the sale.

Service to prospective customers includes being waited upon by a clerk who knows his line and who can recommend the proper article and answer questions intelligently.

A customer may come in and ask to be shown an electric heater. The amateur clerk rushes over and brings out a luminous radiator, which embarrasses the lady, because she is looking for something to warm baby's milk.

A trained clerk will first find out just what kind of work she wishes to perform, and while doing this he will be deciding just which appliance would be best to recommend, and how best to gain her confidence and make the sale.

When selling an appliance that is likely to be used after dark, find out whether your customer has more than one outlet in the room, so that she can use the appliance and have light at the same time. If she hasn't, recommend a two-light socket, and she will usually buy it. The extra cost should never interfere with the primary sale, as the socket should not be mentioned until after the sale is made.

Find out at just what hour the customer wishes the appliance delivered, and make delivery as near that time as possible.

When a lady 'phones an order for an appliance, call a messenger and send it out at once. It must be sent sometime, and if it comes right out in a hurry, it will show her that she is receiving some attention and that her order is appreciated. She will almost feel that you have dropped all your work just to serve her. Women from time immemorial have liked to receive lots of attention.

Service does not end here. She may have trouble learning just how to use the appliance. Many people do not read the directions carefully and so it is not good practise to trust them. Ask her if she is familiar with electric percolators or electric irons. If she says "No," tell

her just how to use it. Some people don't know where to put the coffee in a percolator.

Another service which means much is "making good" on guarantees. People are not so skeptical about appliances burning out quickly as they used to be; the liberal guarantees on electric irons and the wide advertising of this fact has done much to give them confidence in other appliances. A dealer in appliances should handle only those made by reliable manufacturers who will guarantee their product and then stand

back of their guarantee. Replacing Mrs. Jones' grill, which burned out prematurely, may make an impression on Mrs. Brown, a neighbor, and give her confidence to buy.

Our company has placards posted conspicuously throughout all departments, which bear four simple words, "Service, that's what counts." They have been there for three years. Every day some employee is impressed more fully with this big fact that "service counts." Service is all a central station has to offer.

Denver's Gripsack Campaign

All Previous Appliance Sales Records Broken in New Peddling Sales Plan

PROBABLY as many unique selling campaigns have been undertaken in Denver as in any other city in the land, but the latest and most successful was one just completed which might well be termed a "gripsack campaign." In this campaign, the men were equipped in the style of the old-fashioned New England country peddler. They were started out on a systematic house-to-house canvass, each with a traveling bag containing a new stock of at least six electrical appliances including flat iron, toaster stove, turn-over toaster, curling iron, heating pad and percolator. These were all Westinghouse appliances.

35,000 cards containing the names of the company's electrical consumers were distributed from day to day to the salesmen, with instructions for them to call upon these consumers in a systematic way, seek entrance to the residence and demonstrate one or more of the appliances. Due to the standing of the representatives of the Denver Gas & Electric Light Company in the community, this was an easy thing to accomplish. The salesmen were very successful in demonstrating and selling outright the appliances thus displayed. The consumer was given the option of paying cash or taking advantage of the partial payment plan.

During a six weeks' period there were 2824 appliances sold, the selling value of which was \$13,956.50. The campaign was continued for a few days longer, so that the final total of appliances was something over 3,000 and the selling value slightly in excess of \$15,000.

It was found that flat irons were not

the most popular article, due to the fact that this company has sold to its 39,000 electric consumers better than 35,000 irons. The popular sellers, however, were the toaster stove, percolator and turn-over toaster.

An important point about the campaign was that no appliances were left on trial. Either the men made sales, or they didn't: there was none of the "pushing" of appliances for the sake of making a record during the campaign, with consequent high returns, dissatisfaction and loss when the consumers should decide not to keep the appliances over-generously thrust upon them. The returns for all causes in the Denver campaign were less than 5 per cent.

Another important result was the number of office sales concluded during the campaign. The salesmen were restricted practically to the Westinghouse goods they carried in their packs, but due to their solicitation, many inquiries developed for other appliances and these were sold from the display room floor. The number of sales in the office combined with those made by the "peddlers" broke the company's best previous record by over 77 per cent.

From an expense point of view, the results are said by the company to be extremely satisfactory, no unusual sums being spent for advertising or other incidental expense.

"The success of the campaign," says C. W. Staman, secretary and commercial manager of the Denver Company, "we feel was due to the demonstrations and personal solicitation of the representatives."

Clever Change-of-Rate Advertising

IN announcing a reduction of rates to take effect on March 1st of this year, the Minneapolis General Electric Company took the opportunity to get the greatest amount of public appreciation. A series of four newspaper advertisements, each four columns wide and full column long, were used in the campaign.

The first advertisement was a general announcement recalling the fact that three years ago the company made a substantial reduction in rates and stating, "We are now prepared to announce a further conservative reduction." This second, voluntary reduction consists, actually, in the addition of a new and very low rate added to the lighting schedule, which applies principally to electric cooking and household power.

The company recalls to the public mind a previous announcement:

PRINCE DAILY NEWS

APRIL 28, 1915.

Our Share In the Advancement of Minneapolis

ELECTRIC SERVICE HELPS A CITY ADVANCE in industry, prosperity, population, domestic comfort and civic greatness when it is good in quality, generally available to citizens and is reasonable in price.

WE HAVE TRIED TO discharge our responsibility creditably in the ways which seemed best.

WHETHER WE HAVE DONE WELL is for you, the individual citizen of Minneapolis, to decide. At this time we wish merely to call your attention to certain definite things which have been done.

ELECTRIC SERVICE IS BEING RENDERED to nearly twice the number of people who enjoyed its benefits in 1912.

DOUBLE the number of manufacturing and industrial power requirements are being served than were so served three years ago.

TWO material and important reductions in electric rates have been made.

MANY ADDITIONS, IMPROVEMENTS AND EXTENSIONS have been made to the various producing and distributing properties of the Company in Minneapolis and surrounding territory.

TO DO ALL THIS, LARGE AMOUNTS OF CAPITAL WERE SECURED—most of it when capital was exceedingly difficult to obtain—and invested in the service of Minneapolis.

TOWARDS BRINGING THE PUBLIC AND THE COMPANY CLOSER TOGETHER, and towards the wider distribution of ownership and earnings, stock of the Northern States Power Company has been offered to customers, and a large number have increased in the same.

PUBLIC MOVEMENTS directed at the general welfare of the community have had the Company's cordial endorsement and active support.

"PERSONAL ATTENTION TO EVERY CUSTOMER" has been made a living principle in every department of the organization.

THE PEOPLE OF MINNEAPOLIS HAVE REWARDED OUR EFFORTS WITH A FULL MEASURE OF GOOD WILL, WHICH WE DEEPLY APPRECIATE AND SHALL STRIVE TO RETAIN.

The Minneapolis General Electric Company

ROBERT F. PACK, General Manager

*Convincing Good Will Advertising as Used
in Minneapolis in Its Change-of-Rate
Campaign*

"Reductions in the producing, distributing and sales cost of electric service must be based in a large measure upon the volume of current marketed, and equalization of the demand upon the plant during the twenty-four hours of the day. We believe that the new rates,

backed by energetic management, will greatly increase the useful application of electricity by manufacturer, merchant and householder, and work toward equalized demands upon the investment."

The New and Lower Residential Electric Rates of

The Minneapolis General Electric Company

The present residential rates are 9 cents per kilowatt hour for the first three kilowatt hours per room per month and six cents per kilowatt hour for all current in excess of this amount, both rates being subject to a discount of 5% for prompt payment.

The new residential rates, effective March 1, 1916, will be as follows:

8½ cents per kilowatt hour for the first three kilowatt hours per room per month.
6 cents per kilowatt hour for the next three kilowatt hours per room per month.
2½ cents for all additional current.

The monthly minimum bill of \$1 and the cash discount of 5% for prompt payment will remain as at present.

The effect of the new rates will be a uniform and horizontal reduction of one-half cent per kilowatt hour in the primary lighting rate, which affects all customers paying more than the minimum bill, and the ADDITION of a very low rate principally applicable to electric cooking, heating and domestic power.

This new third step of 2½ cents per kilowatt hour will meet the modern and rapidly growing demand for a rate sufficiently low to make cooking with electricity economically practicable.

Since electric cooking will promote equalization of residential demands on the power plants, will come mainly during the daylight hours and will enable a larger use of the costly distributing systems, this new rate is equitable and should in time contribute to further reductions.

A customer is under no obligations to install an electric range to "earn the 2½ cent rate." Application of service for charging automobiles, for heating appliances or motors, or for a liberal amount of lighting or any other residential purpose, will obtain the rate for all current in excess of six kilowatt hours per room per month.

During the months of heaviest lighting demands about 27 of our residence customers WITH THEIR PRESENT REQUIREMENTS will participate in the 2½ cent rate.

An example of the application of the new rates to a six-room residence using 50 kilowatt hours in a month is given below:

18 kilowatt hours at 8½ cents . . .	\$1.53
18 kilowatt hours at 6 cents . . .	1.08
14 kilowatt hours at 2½ cents35
	<hr/>
	\$2.96
Less 5% for prompt payment15
	<hr/>
Net Bill	\$2.81
Average net rate 5.6 cents per kilowatt hour.	

The residential rate is based on a careful study of customers' demands and is devised to distribute the cost of service in the most equitable manner possible, and at the same time to be simple and easily understood.

Electricity is rapidly becoming a wonderful factor in lightening household labor and promoting comfort and economy in the home. The new residential rates anticipate and permit the widest possible use of domestic electric service, and, we believe, will be cordially approved by the public.

Tomorrow we shall have a few words to say regarding our share in the advancement of Minneapolis.

The Minneapolis General Electric Company

ROBERT F. PACK, General Manager

A Clear Presentation of Rate Reduction

The present reduction is made in acknowledgement of this anticipated wider use of service. In the last three years, the number of lighting customers served by the company increased from 18,194 to 34,602—about 90 per cent.

The second advertisement of the series is reproduced herewith, and shows how carefully and definitely the company has explained the new rate and its application. A point to be noted is the lack of legal or electrical technicalities.

The third advertisement was an announcement of reduction in commercial lighting rates, with careful and simplified explanation.

The last advertisement of the series, which also is reproduced, states the company's position and emphasizes the public benefits which have accrued to the community through the enlightened policies which are in force.

The value of this sort of advertising can hardly be overestimated. As a rule, electric light companies refrain from such self-expression until attacked, when their statements too often have the air of whining bid for sympathy or an apologetic defiance. The Minneapolis company practically doubled its number of retail customers in three years and has seen its income per meter dwindle almost 40 per cent. It makes a virtue of the resultant necessity, puts into effect a rate which will win back part or all of this per customer loss, and very properly takes credit for this enriching itself because in doing so it more fully serves the public.

Jobs and Men

CENTRAL STATION in East desires men familiar with power sales. Must be competent to handle miscellaneous power customers and organize his own work. Address Y, c/o Electrical Merchandise, 17 Madison Ave., New York.

SALESMAN of ten years' experience now connected with manufacturer of lighting equipment, desires position with lighting company. Able to take charge of new business department. Has sold commercial lighting, industrial lighting and power. Address, B. T., c/o Electrical Merchandise, 17 Madison Ave., New York.

WANTED—Man to take charge of new business department in small city. Fair salary and increases as ability is demonstrated. Address, New Business Manager, c/o Electrical Merchandise, 17 Madison Ave., New York.

EXPERIENCED lighting solicitor wishes to change. Six years with present company. Excellent record. Familiar with appliances and small motors. References. Address, Solicitor, c/o Electrical Merchandise, 17 Madison Ave., New York.

Make Customers Get Customers

Small Reward Will Induce Present Consumers to Help You Sell Wiring

ONE of the best ways to line up house wiring prospects is to induce present customers to become your solicitors. This idea is not new. Every business in the world since the days when Tubal-cain made brass hatchets in the suburbs of the Garden of Eden (see Genesis iv, 22), has profited by word-of-mouth advertising. In modern parlance, this is called good-will. It can be organized and utilized as surely, and much more economically, as any other form of advertising solicitation.

Among the best examples of getting one's customers to do the preliminary solicitation for old house wiring was the campaign conducted in Minneapolis from June through September, 1914. This campaign was described in *Electrical Merchandise* for December, 1914, as follows:

A CAMPAIGN which nearly doubled the normal wiring of already built houses at Minneapolis shows how the good-will idea may be utilized by central stations.

The plan of the campaign was devised by General Manager Pack and Sales Manager H. E. Young, of the Minneapolis General Electric Company. Customers of the company were prevailed upon to assist in isolating and securing housewiring orders. The incentive which spurred them to this action was a premium or gift. This premium offer applied only to houses already built and on existing lines of the company. The customer was expected to interest friends and acquaintances in the housewiring proposition; then to notify the sales department, which sent a salesman to close the order. If the salesman was successful, the premium selected was awarded to the customer.

Minneapolis has many live electrical wiring contractors and neither they nor the central station have ever neglected this phase of the business. Therefore, about 75 finished dwellings install electrical equipment each month in the ordinary routine. It has been noticeable, however, that this class of business fell off during the summer and fall. The good-will campaign had the effect of reversing this tendency, and in October, several weeks after the campaign closed, housewiring orders were breaking weekly records in volume.

The campaign started in June and terminated on September 30th. During this period, 685 already-built houses were wired.

In June, the advertising on this proposition was confined to printed circulars mailed with the bills. During July, August and September, the plan and

offer were in forty-inch advertisements, appearing one time per week in the three daily newspapers. The response to these advertisements was pronounced, most of the inquires coming over the telephone. Out of the 685 housewiring orders, practically all of which were closed by the company's salesmen, about 300 electrical appliances were awarded as premiums.

No cut prices on housewiring or fixtures were made.

In preparing the advertisements, it was appreciated that the appeal would necessarily be to the housewives, inasmuch as they are the ones interested in electrical household appliances. For these reasons the ads were written to

them, and it turned out that the great bulk of inquiries and premium winners were women.

The premium offered consisted of the choice of an electric flatiron, electric toaster or electrical table stove for one housewiring order, and an electric percolator for two housewiring orders.

Another phase of the campaign was that it advertised and promoted the use of electric household appliances, besides inducing the wider use of electric lighting and securing the wiring of old houses. Every premium, it should be remembered, went into the home of a customer and began immediately to produce revenue for the company.

Electric Flat
Irons FREE For
Your
Co-Operation



Earn An
Electric Premium
By Helping Us
Get New Customers

It's Easy For You to
Tell People Why They Should Wire Their Homes

You as one of our customers know what the many advantages are—you understand the value of electricity in modern home comfort and safety—you know how electrical equipment adds to the sales value of any dwelling and to its renting desirability.

For every friend you persuade to wire his house, we will present you absolutely free your choice of the following:

ELECTRIC FLAT IRON—Retail value \$3.50. **ELECTRIC TOASTER**—Retail value \$3.50. **ELECTRIC TABLE STOVE**—Retail value \$4.00.

FOR TWO HOUSEWIRING ORDERS

ELECTRIC COFFEE PERCOLATOR—"El Perco" 7-Oup. Retail Value \$7.50.

Our Salesmen will close the arrangements. All you have to do is to convince your friends that electrical housewiring is a sound, durable, comfort-making investment—then give us their names. If they wire their homes the premiums selected will be delivered to you.

Remember—the houses must be on our lines—must be occupied and consist of buildings already constructed. Houses under construction are not included. They will be electrically equipped anyway. The co-operation we seek from you is principally the development of successful prospects. You can locate them quicker and easier than we can. There are many in all parts of the city.

Call Up Our Sales Department for Information and Details

Telephones Main 189 and Center 1320

The Minneapolis General Electric Company
"Personal Attention to Every Customer"

Some 300 Minneapolis Housewives Took Advantage of This Offer and Became Commission Saleswomen for the Lighting Company

Let Us Pay The Interest On Your Bonds

**Look at our proposition from
a purely financial standpoint**

We can get business for you that you haven't now and that you cannot get except on a controlled flat rate.

This business pays profit, and this profit pays interest charges.

Over \$1,000,000 annual revenue is being received by central stations from controlled flat rate customers whom we have secured.

The net profit from that \$1,000,000 revenue represents interest upon a good many million dollars of bonds.

We can show you records from 200 cities and towns where our men have gone into tenement districts, among poor miners and mill hands, and secured business that paid better gross and net revenue than 50% of the residence customers on meter in the same communities.

Pittsburgh Electric Specialties Co.
Pittsburgh, Pa.

BROOKLYN TIMES

Your Neighbor

HAVE
com.
If you have
Company,



Should he agree, during April, to wire his home on the New Edison Easy Payment Plan, we will forward to YOU

A \$4.00 Electric Appliance Free

With but little effort you may obtain, without cost, an electric iron, toaster, grill or reading lamp. All you need do is get the names of one or more of your acquaintances. We do the soliciting, and your name will not be used without permission. If you wish to call on your neighbors and explain the many good features of electric service in the home, we shall be glad to send you a generous package of well-illustrated literature.

You may obtain detailed information on this wiring offer by telephoning or writing our Sales Department.

Edison Electric Illuminating Co.
OF BROOKLYN

360 Pearl Street

Telephone 8000 Main

YOUR
NEIGHBOR'S
NAMEWire Your Home in APRIL
And Receive a Free Appliance

THIS spring, when you look over your home to see what repairs and improvements may be advantageously made, why not consider the installation of an electric lighting service, under the economical terms of the New Edison House Wiring Plan?

As a special inducement for Brooklynites to wire their homes during April, we offer, free of all charge to each person signing a wiring agreement, an electrical appliance valued at \$4.00.



Your Neighbor's Name

Have you a neighbor who would be interested in the comfort and convenience of electric lighting service?
If you have, send us his name.
Should he agree to wire his home during April, on the new Edison Easy Payment Plan, we will send to each of you, free of all charge, an electrical appliance valued at \$4.00.
Here's an excellent chance to obtain a fine electric cigar lighter, or a shaving cup, or to make your wife a present of a curling iron.
Just send the name, we do all the soliciting.

Edison Electric Illuminating Co. of Brooklyn
General office: 360 Pearl Street

Brooklyn Used Clever Advertising in Its Campaign to Cash in on Customer Good Will

A VERY similar campaign was carried on successfully in Brooklyn last April, and described in *Electrical Merchandise* for June. In this case, a mailing folder entitled "Your Neighbor's Name" was sent to all customers, the offer being any \$4.00 appliance free to whoever should supply a prospect from whom the company's salesman was able to get a house wiring contract. The result was 318 responses in one month. The advertisements read as follows:

"Have you a neighbor who might be interested in the comforts and conveniences of electric-lighting service?"

"If you have, and you are a customer of the Brooklyn Edison Company, we would appreciate your sending his name."

"Should he agree, during April, to wire his home on the new Edison easy payment plan, we will forward to you a \$4.00 electric appliances free."

"With but little effort you may obtain, without cost, an electric iron, toaster, grill, or reading lamp. All you need do send us the names of one or more of your acquaintances. We do all the soliciting and your name will not be used without permission. Of course, if you wish to call on your neighbors and explain the many good features of electric service in the home, we shall be glad to send you a generous package of well-illustrated literature."

"You may obtain detailed information on this wiring offer by telephone or writing our sales department."

Electric Cooking in the West

Wanderers have been known to adopt various means of obtaining a livelihood and are known by various types, but a new variety has just been discovered in this vicinity. He is known as the "elec-

tric hobo." He is never without a hot meal when he can beg ingredients with which to cook, and he doesn't have to carry a match with him or worry about kindling a fire, says the San Francisco *Chronicle*.

The Northern Electric Company's third rail is his stove, or at least the source of his fire, for he carries with him a patent stove. It consists of a folding iron plate, interlaced with copper wires. When he gets hungry he unfolds it and makes a connection on the third rail, places the food on the stove, and, when ready, eats to his heart's content. Jackrabbits, vegetables, coffee and flapjacks can be cooked on the electric grill with N. E. "juice."

The story is vouched for by C. B. Harter, a well known Sutter county rancher, who claims he saw the "electric hobo" at work cooking his breakfast the other morning. Among other things he heated a can of water on the stove, took a rusty razor from one pocket, a cake of soap from another and a piece of mirror out of his coat lining and shaved.

Brooklyn's Second Post Sale

The Edison Electric Illuminating Company of Brooklyn announces its second "Edison post sale" for the present month. A year ago the company announced a sale of five-light "Brighter Brooklyn" curb posts, erected complete for \$48. Prior to that time the company had sold some 300 of these decorative lighting posts in two years at prices ranging from \$50 to \$100, each installation being the subject of special estimate. The announcement of a flat price on the posts resulted in their selling 195 posts in 24 days.

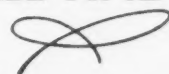
In the sale now in progress, the price has been slightly reduced to \$47.50 and it is expected that this bargain will give results much better than the original offer. The company finds that real estate operators are the best prospects for post sales. The erection of the special lighting equipment in front of new buildings results in quicker renting at better prices.

Brooklyn's rate for the post lighting, consisting of five 100-watt lamps burning from dusk to midnight, is \$6.50 per month. The lamps are turned on and off by the company's patrolmen. Lamps are renewed free of extra charge.



"American Beauty"
Electric Iron
The Best
By Ironing Board
Test

GUARANTEED FOR
ALL TIME



American Electrical Heater Company

1335 WOODWARD AVE.
DETROIT MICHIGAN, U.S.A.
OLDEST AND LARGEST MAKERS

AMERICAN
ELECTRIC
HEAT

WIRE YOUR HOME MONTH
MARCH 15TH TO APRIL 15TH



Getting a Flying Start

THE electrical industry has decided to wire more houses this Spring than ever before. Central Station, Contractor, Dealer and Manufacturer are going to co-operate on a campaign which cannot fail because of that co-operation.

You are interested in getting the greatest possible benefit and we are anxious to help you.

Our first suggestion is that you get a flying start. The more time you spend on the details of your campaign, the greater the results will be. If you start now you'll be sure of success—to delay will mean uncertainty.

We are ready to give you every form of advertising help, and the personal assistance of an organization of commercial men who know your proposition.

Write to our office nearest you to-day.

GUARANTEED BY THE NAME

Westinghouse Lamp Company

Atlanta
 Baltimore
 Boston
 Buffalo
 Butte

Chicago
 Cincinnati
 Cleveland
 Columbus
 *Dallas

Denver
 Detroit
 Kansas City
 Los Angeles
 Milwaukee

New Orleans
 New York
 Philadelphia
 Pittsburgh
 Portland

St. Louis
 Salt Lake
 San Francisco
 Seattle
 Syracuse

*Westinghouse Lamp Corporation.

Export Sales Dept., 165 Broadway, New York City

For Canada—Canadian Westinghouse Co., Limited, Hamilton, Ont.

Member Society for Electrical Development.

"DO IT ELECTRICALLY."

How the Manufacturers Will Help

Advertising Material, Window Displays and Various Forms of Practical Co-operation
Available for "Wire-Your-Home" Campaign

A LARGE amount of advertising material—newspaper cuts, leaflets, booklets, window trims, street car cards, plan books, demonstrations, circular letters, etc., will be supplied by the manufacturers to aid in the nationwide "Wire-Your-Home" campaign. In addition to this material, which will, of course, aim to make the public buy some particular manufacturer's product, there are available a number of "neutral" advertising helps which every central station may employ. The Society for Electrical Development, the National Electric Light Association, and several independent publishers of stock advertising, are in the market with effective and resultful booklets which should be utilized generously.

In the following paragraphs, this material, some offered free, some offered at a nominal price, is listed. The clever central station commercial man will secure samples of all materials and select that which most nearly meets his particular requirements.

"The Dirtless Workman," a sixteen page booklet, 3 x 6 inches in size, suitable for enclosing in ordinary envelope, which shows how simple and easy it is to have the home wired. This booklet has been distributed in 118 cities and towns, and has always been accounted a successful and effective advertising message. Contains no manufacturer's advertising. Published by The Rae Company, 17 Madison Avenue, New York. Price, 2½ cents each in 1,000 lots; 3 cents each in smaller lots. Imprinted with name of company distributing it.

"How Our Home Is Wired" a sixteen page booklet, 3 x 6 inches in size, which tells how each room should be wired to secure the maximum service at the least expense. Profusely illustrated with photographs of home interiors, sketches and floor plans of each room showing exact proper location of outlets and switches. Advertises Edison Mazda Lamps and may be secured from Edison Lamp Works of General Electric Company, Harrison, N. J.

"To Wire a Home," a sixteen page booklet, 3 x 6 inches in size, which describes the method of the wireman in installing wiring in an already-built house. The arguments and method of their presentation are essentially the same, though briefer, than those contained in "The Dirtless Workman" above described. A feature is the re-

turn postcard attached to the back of this booklet, which makes it easy to get replies. Advertises Edison Mazda Lamps and G. E. Heating Devices, and may be obtained from the Edison Lamp Works of General Electric Company, Harrison, N. J.

Blotters, postcards, leaflets. A variety of small printed matter, suitable for enclosure with circular letters, is offered by the Edison Lamp Works of General Electric Company, Harrison, N. J. Among these items, we note the following: an attractive blotter for milady's desk bearing a pretty girl picture and the query, "Have you electric light in your home?"—an envelope stuffer in two colors telling what service one can secure from electricity for the price of a street car ride—a return postcard telling what one cent's worth of electricity will do.

"Light—Its Use and Misuse," a twenty-four page booklet 6 x 9 inches in size. This booklet is a primer of illumination and is designed to show the right and wrong ways to utilize light. As stated in the opening paragraph, "it is the purpose of this publication to assist the user in making artificial light effective." Contains no manufacturer's advertising. Published by the Illuminating Engineering Society, 29 West 39th Street, New York. Price, 12 cents each.

Car cards attractively printed in several colors are supplied by Edison Lamp Works of General Electric Company, Harrison, N. J. Two designs especially adapted to wiring campaigns are available, these being designed CC-129 and CC-159.

It is good advertising for contractors to place a sign on any building under construction, telling the public that you are doing the electrical work there. Cards for this purpose 14 x 22 inches in size and printed in two colors, are supplied by the Edison Lamp Works of General Electric Company, Harrison, N. J.

"The Way to Better Light" is a sixteen page booklet explaining the safety and economy of electric service, as well as the ease and inexpensiveness of wiring already built houses. An important part is the schedule of home lighting which tells about the wattage required for each room. This booklet is published for free distribution by the National Lamp Works, Cleveland.

Two leaflets, "The First Question Asked" and "Brighten Up the Old Home" are offered by the National Lamp Works to their agents. These contain good arguments for use in a house wiring campaign and are attractively printed in colors.

Several newspaper electros suitable for house wiring campaigns are included in Mazda Ad Book No. 4, issued by the National Lamp Works, Cleveland.

A recent salesman's handbook, issued by the Westinghouse Lamp Company, gives arguments showing the advantages of Mazda lamps over gas for residence illumination. This handbook should be of practical value in house wiring campaigns where serious gas competition is encountered. Copies are supplied free by the advertising department, Westinghouse Lamp Company, 1261 Broadway, New York.

Westinghouse lamp distributors should not fail to get copies of the twenty-four page booklet, "Lighting That Makes the Home Attractive." This is one of the best "before and after" advertisements ever issued on lighting, showing by means of pictures the exact comparisons between good and bad methods of lighting various rooms.

Ten very attractive lantern slides advertising Westinghouse Lamps have been prepared. They do not specifically mention house wiring, but aim to show the superiority of Mazda light.

Don't forget what the appliance manufacturers can do to help your wiring campaign. Nowadays the central station sells electric service, not merely electric light. The fan, flat iron, toaster, percolator, sweeper and stove are quite as much a part of a wiring campaign as incandescent lamps. All the appliance manufacturers are glad to supply a variety of leaflets, blotters, and store cards to co-operate with your house wiring effort.

The Aladin Lamp Corporation, New York, manufacturers of the "Vanitie" lamp, are offering a coupon for distribution to house wiring prospects. The plan is to offer free a "Vanitie" lamp to everyone who has a house wired. This bonus proposition is a very successful one, and has been widely used. The public has seen the "Vanitie" lamp advertised in national magazines and the offer of this convenience as a premium makes an instant impression.

Two issues of the *National Mazda Stimulator* will be devoted to wiring suggestions. These issues will contain many valuable hints on how to run house wiring campaigns.

Complete advertising campaigns can be secured from the National Lamp Works, Cleveland. These campaigns are drawn up in detail with full instruction as to just how to utilize the material most effectively. Forms for circular letters, envelope enclosures, street car cards, newspaper ads., window trim suggestions and even special booklets may be thus obtained.

The Westinghouse "Show Window Calendar," a practical monthly booklet of hints on window trimming contains excellent suggestions on trims for wiring campaigns. This may be secured from the Westinghouse Department of Publicity, East Pittsburgh.

Central station or dealer customers of the Westinghouse Electric & Manufacturing Company are not only supplied with a liberal assortment of electrotypes suitable for newspaper advertising, but the company's Department of Publicity at East Pittsburgh will be glad to supply copy for such advertisements upon request.

A special edition of the booklet, "The Electrical Way in the Home" is being printed by the Western Electric Company for use during Wire-Your-Home month. In addition to this booklet the company will supply its customers with publications of the Society for Electrical Development and the National Electric Light Association.

The Western Electric Company will also issue a folder or binder showing its complete line of sales helps, including window displays, newspaper electrotypes, car cards, lantern slides, booklets, folders, etc. The important feature of this folder will be to show central stations and dealers how to tie up the different window display outfits with the special window material prepared by the Society for Electrical Development. This will enable the central station or dealer to use the Society's window material during the whole month of the campaign, at the same time changing their window so that all the electrical home appliances could be featured. In other words, it would allow them to display washing machines and vacuum cleaners for one week, percolators, heating appliances, electric ranges, etc., the second week, and so on. Western Electric co-operation will cover even the preparation of special posters, newspaper advertisements, inserts, etc. for any central station or dealer handling Western Electric household specialties, who will ask for them. The sales helps are all furnished to the dealer free.

Include HOLOPHANE In Your "Wire-Your-Home" Campaign

HOLOPHANE is Decorative

There are many designs of Holophane Globes and Reflectors suitable for residence equipment.

HOLOPHANE is Efficient

The economy of your service is increased by the use of Holophane Glass; it enables your customers to secure more light—better illumination.

HOLOPHANE is Economical

It is cheaper in service than any other lighting equipment. The installation of imitations is detrimental to the quality of the service which you want to render.

LET US CO-OPERATE IN YOUR
"WIRE-YOUR-HOME" CAMPAIGN

Send for Booklet Number 800-C

HOLOPHANE
GLASS COMPANY INC.
SCIENTIFIC ILLUMINATION

340 Madison Avenue
New York

and the frame of steel angles, rigidly braced and double riveted.

A standard Westinghouse motor operates both washer and wringer. All gears in the operating mechanism of the washer, and between the washer and the wringer, run at slow speed in hard oil contained in grease proof cases. A gas burner under the tank allows the water to be kept hot.

All operations are controlled by two small levers at the side of the machine. A safety device on the wringer safeguards the operator and the mechanism from injury. The capacity of the cylinder is sufficient to care for the needs of the ordinary family.

Holophane Glass Catalogs

It is announced by the Ivanhoe-Regent Works of General Electric Company that its catalog 711 contains the latest prices, data and discounts on Holophane prismatic glassware, and that this catalog will remain in force until such time as the Holophane Glass Company of New York issues its own catalog.

New "Northwind" Fan

A new fan, trade-named "Northwind," is being offered by the Emerson Electric Manufacturing Company of St. Louis. The manufacturer states, "'Northwind' is not a toy fan, but a real fan motor with a real breeze—with a switch—with speed regulation—with a swivel-trunnion convertible desk-bracket base."

Popular Light Data Book

The sixth edition of "How to Figure Illumination" has just been published by the Western Electric Company. This booklet gives tables and complete illuminating data; it also pictures and describes the various sizes of Sunbeam Mazda lamps.

By means of the information contained in this booklet, anyone can readily lay out lighting installations adapted to the requirements of any class of lighting. A copy of the booklet will be mailed to anyone upon request by the Western Electric Company.

"Klean Kwik" Washing Machine

When the Du Mond Manufacturing Company, of Cedar Falls, Ia., designed the "Klean Kwik" washing machine, they worked on the principle that soap and water clean clothes by the action of the soapy water through them, regardless of the process. To obtain the desired action of the water through the clothes without wear and with little effort, a stomper or vacuum cup was designed to be moved up and down in the tub of clothes. This forces the water back and forth through the garments first by suction and then pressure. The vacuum cup is attached to the lower end of a vertical plunger rod set in extra long bearings and is driven by the motor.

The wringer, also, is driven from the motor which is capable of operating both the washer and the wringer at the same time.

The "safety first" idea is not overlooked in the construction of this machine, as a release lever protects the operator from injury in the wringer and all working parts of the machine are guarded.

Electrifying the Talking Machine

To further the commercial exploitation of the electrically driven player-piano and the electrically operated talking-machine, a national electric Piano makers' organization has been formed consisting of the principal piano and talking machine manufacturers who produce electrically driven instruments and the manufacturers of small motors and other electrical apparatus entering into such instruments.

The purpose of the organization is set forth by Plummer, who has been active in the plan, as one "solely to work out the related commercial and technical problems of the electrically driven musical instrument makers and the allied electric light and power and manufacturing interests, and to bring the former factor before the latter in the status of a producer of electrical current consuming devices."

Emerson Prices Up

An advance of prices on power motors is announced by the Emerson Electric Manufacturing Company of St. Louis. The increased costs of materials has made this move necessary. No advance in fan prices is contemplated at this time but the company advises customers to place annual contracts early so that the season's requirements can be taken care of out of stocks already made up.

National Lamp Display Contest

Winners have just been announced in a highly successful window display contest, recently conducted by the National Lamp Works. Sixty prizes, ranging from an automobile to a five-dollar gold piece, were awarded.

The contest was operated on a broad, carefully-planned basis. One feature which stimulated interest was the stipulation that any contestant was privileged to enter as many displays as he wished, though no single display could win an award under more than one classification. Consideration was given all entrants who submitted photographs of displays which contained a contest card provided by the National Lamp Works and which was signed by an official of the organization for which the display was made.

Entries were judged on a scale of ten points, divided as follows: selling value, five points; attention value; two points, unusual ideas, two points; harmonious arrangement, one point. The judges were Homer E. Niesz, Commonwealth Edison Company, Chicago, Past Jupiter of the Jovian Order; A. J. Edgell, Society for Electrical Development, President of the International Display Managers' Association, and N. H. Boynton, Manager Publicity Department, National Lamp Works.

First prize was awarded The Lehigh Valley Power Company, Allentown, Pa., for a remarkably clever display which told a convincing story by means of a series of seventeen placards operated by a twelve-year-old girl.

The window was arranged to represent the library of a home, with lamps and the placards as the center of attraction. So effective was the display that over seventeen hundred lamps were retailed during the two days on which it was in operation.



Allentown's Prize-Winning Window Display. In Homelike Surroundings a Young Girl Tells the Story of National Mazda Superiority by Means of Printed Cards

Electric Truck "Prosperity"

The first practical gasoline automobile was built about 1886—the first real Electric truck 15 years later. Neither had much of a great demand success until 1909 or, say, 7 years ago. It takes time to introduce things so revolutionary.

The great bulk of the Electric trucks of the world have been built in the past *five* years. Each good Electric sold eventually sells two more, so production will increase rapidly once a certain distribution is reached.

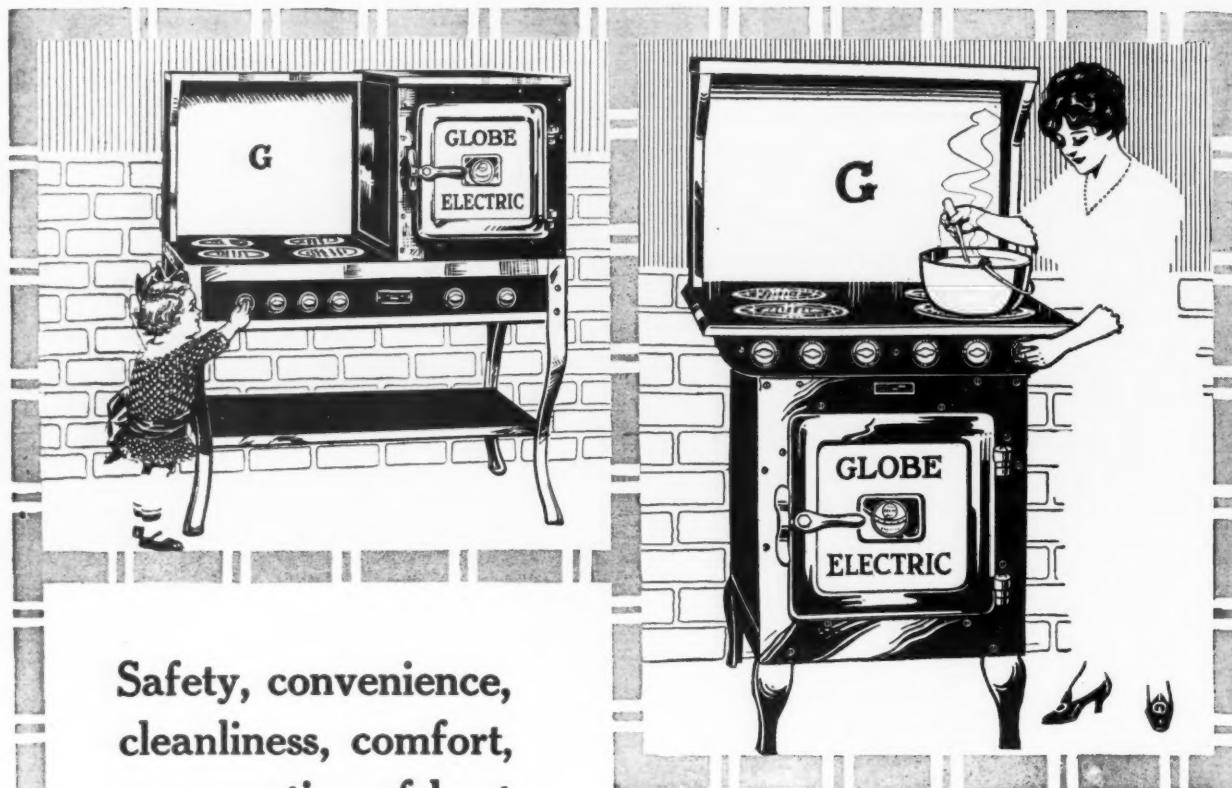
Electric Truck "Prosperity" is here, already, for if you discount everything else, G. V. *reorders* alone would keep a big plant running. In addition there are thousands of business men who are being converted to the economic side of Electric trucking. Others are installing Electric trucks because this is in line with the entire electrification of their plant or store. Don't forget that the future of the Electric truck is limited only by the future of Electricity itself. The business man who claims that the Commercial Electric is "impractical", "no good", "needs a nurse" and so on, very frequently gets a short arm jolt when his competitor installs Electric Delivery.

G. V. Electrics have demonstrated over 10 years' life in hundreds of cases. They have covered as high as 21,000 miles each per year. They are efficient in hilly cities like Pittsburgh and Cincinnati. They are efficient in Winnipeg and Manila—two climatic extremes. Every so called weak point of the Electric has been given the lie in actual performance—*somewhere*.

Get the facts—you doubters—get the facts! *Specific adaptability* is all that is needed to place the Electric (the G. V. at least) absolutely at the head of efficient trucking. Let it be our pleasure to show you Why. Our new catalogue awaits your address.

General Vehicle Company, Inc.
 *Long Island City, N.Y.* 
New York, Chicago, Boston, Philadelphia

Copyright, 1915



**Safety, convenience,
cleanliness, comfort,
conservation of heat**

These are a few of the selling points on Globe Electrics. Another, and it doesn't have to be pointed out to the housewife, is their appearance in both design and finish.

From your standpoint, as a Central Station man, the superiority of

GLOBE ELECTRIC Stoves and Ranges

lies in the fact that they sell and stay sold. They give satisfaction and do not give trouble. They are the electrical climax of forty years' experience in giving American women the cooking apparatus they want.

Unless you already know Globe Electrics, unless you are already tied up to some other range for some time to come,

Send for Big Globe Catalog

It makes plain the reasons why Globe Electrics are on display in the largest electrical companies of America. With it we will send "Electric Cooking," a most unusual little book that is a part of our consumer work. Look into the range possibilities today. Write to us—first and now.

**The Globe Stove & Range
Company
Kokomo, Indiana**



"DO IT ELECTRICALLY"

